

ORGANIZATIONAL AND ECONOMIC TOOLS FOR THE EFFECTIVE DEVELOPMENT OF INBOUND TOURISM

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There is a significant territorial differentiation in the provision of the tourism sector with social and industrial infrastructure facilities.

Poorly taken into account regional features of formation of the resource base of tourism, the potential to attract additional investment to develop its infrastructure. In the new economic conditions, the center of gravity in making decisions on tourism development is increasingly shifting to the regional and municipal level, which requires clarification of the methods and functions of managing tourism enterprises in the field. The program methods of state regulation of the tourism sector at the regional level are not sufficiently used.

Foreign experience shows that the development of the tourism sector largely depends on the joint efforts of the state, business and public organizations in the field of resource support for the activities of tourist companies [1]. However, in this area, there is no clear division of powers, rights and responsibilities of economic entities and state regulatory bodies of the tourism sector at the regional level.

In modern studies of these issues, there is a wide variety of definitions and concepts related to the definition of “inbound tourism”. However, the existing formulations do not fully reflect the responsibility, safety and interest of the host party, the problems of rationality of the structure of the tourist complex, which should provide high-quality services to foreign tourists related to food, leisure activities, excursions, transport services, and much more.

Summarizing various theoretical positions and practical studies, it should be noted that, despite the significant interest of modern economists and specialists of the tourist business in inbound tourism, today research in this direction is mostly either autonomous or descriptive, and the categories of inbound tourism, inbound tourism industry, tourist product, as it was found, have a variety of interpretations [2]. This circumstance is due to a number of reasons, the main of which are: – first, the majority of authors consider tourism as a derivative of tourism in General, which makes it impossible to evaluate his contribution to the country's economy, territory

and countryside and also see the consistency of processes; second, there are certain difficulties in conducting economic and statistical analysis of these categories due to terminological reach the above concepts; – third, there is no systematic approach to the consideration of inbound tourism, which allows, based on the study of the variety of structural elements that make up it, to identify cause-and-effect relationships between them and create a system of their interaction, which will eliminate terminological contradictions and provide a basis for the unification of the conceptual and categorical apparatus.

The formation of models for forecasting the development of inbound tourism as a type of economic activity is impossible without developing hypotheses and assumptions about the development of factors that affect the financial result of the functioning of the tourism sector. In modern practical works, predictive models are often used, which are based on traditional research methods that are suitable for solving a wide variety of problems.

However, the structure of most models assumes certain development trajectories formed by certain calculation parameters, based on forecast economic dynamics [3]. Also, when determining the development of tourism, it is necessary to take into account not only the dynamics of transaction costs (primarily monitoring costs), but also the dependence of tourism on the previous development trajectory.

Therefore, any economic forecast based on economic and mathematical modeling is associated with a preliminary assignment of econometric variables. Modern methods of business process management currently allow us to assert the dependence of macroeconomic forecasts and the adoption of investment and management decisions at various levels of management. Use different forecast models and trajectories of the development of phenomena and processes involves the use of quantitative and qualitative indicators characterizing the dynamics of prices, exchange rate, etc. For the purposes of this study, a trajectory of development (in the narrow sense) refers to the value of the exogenous variable, which is specified in the forecast period – short, medium, long. When using predictive and analytical tools in the construction of development trajectories, it is possible to use the following system of indicators:

- a group of indicators that reflect the degree of influence of external conditions on the modeled object;
- parameters that reflect economic policy, for example, related to tax rates, the volume of government spending;
- target and diagnostic parameters of economic development related to the fluctuation of the dollar exchange rate, the level of inflation.

Thus, if we consider the development trajectories in a broad sense, it is, in fact, a certain set of exogenous indicators agreed upon in the forecast period, which reflect the influence of external conditions, factors and parameters related to economic policy and targets for socio-economic development of the territory.

References

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