



---

## **SPECIFICITY OF USING INFORMATION TECHNOLOGIES IN THE DIGITAL TRANSFORMATION OF EVENT TOURISM**

**Sayabek Ziyadin**

D.Sc. (Economics), Professor, al-Farabi Kazakh National University, Almaty, Kazakhstan

**Evgenia Koryagina**

Ph. D., associate Professor, Sochi State University, Russian Federation, Sochi

**Tsogik Grigoryan**

Ph. D., associate Professor, Sochi State University, Russian Federation, Sochi

**Nataliya Tovma**

Phd, al-Farabi Kazakh National University, Almaty, Kazakhstan

**Gulim Zharaskyzy Ismail**

Researcher, al-Farabi Kazakh National University, Almaty, Kazakhstan

### **ABSTRACT**

*Practices of event management today are used in many areas of social activity. In connection with the relevance of this topic, the article is devoted to the study of modern trends in event tourism and event management. From the standpoint of the statistical approach, the current state of the tourist sphere of the Republic of Kazakhstan is analyzed; the problems constraining the development of tourism in the country are disclosed. To assess the possibilities of planning events to attract tourists to the country, a marketing study was conducted among residents of cities of national importance and regions, the sample of which was 100 people. In conclusion, the main factors of regional effectiveness of events attractive to tourists are considered, which can be taken into account when developing regional plans for social and economic development; the role of the event management in the development of event tourism is shown.*

**Key words:** event tourism, event management, tourism management, event, tourist destination

**Cite this Article:** Sayabek Ziyadin, Evgenia Koryagina, Tsogik Grigoryan, Nataliya Tovma and Gulim Zharaskyzy Ismail, Specificity of Using Information Technologies in the Digital Transformation of Event Tourism. International Journal of Civil Engineering and Technology, 10(01), 2019, pp. 998–1010

<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=10&IType=01>

---

## 1. INTRODUCTION

In modern conditions of world economy, development tourism becomes one of the leading and dynamically developing industries. According to UNWTO [1], tourism ranks fourth in world exports of goods and services (7.4%), second only to exports of cars, chemicals and fuel products. In terms of profitability, this industry ranks third in the world after the oil industry and the automotive industry. 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" [2], noted the importance of introducing innovation in various sectors, including in tourism. "The government, in turn, must take a package of measures, including simplification of visa procedures, infrastructure development and removal of barriers in the tourism industry" - instructed the Head of State. Currently, in modern conditions, the territories are becoming increasingly difficult to capture the attention of tourists, and as the old marketing tools lose their effectiveness over time, cities, regions and countries are forced to invent new concepts that fully meet the requirements of the modern target audience. In this regard, the concept of event marketing in tourism has long been used in many countries. Events are the most important motivating factor in tourism. They significantly affect the development, marketing plans and competitiveness of most tourist areas. In addition, governments around the world support and include events as part of their strategy for economic development, nation building, and as a tool for marketing and branding territories. Thus, digital transformation in event tourism is an innovative model of tourism management for regions that do not have an outstanding historical and cultural heritage, as well as natural resources.

Today in the world, several dozen cities specialize in the event economy and live on the income from it. In Western Europe, for example, the most significant cultural events, no doubt, include film festivals in Cannes and Venice, the Salzburg Music Festival, Vienna opera balls. Thousands of tourists are attracted to carnivals and folk festivals, having both a long and very young history, held in Venice and Cologne, running of bulls in Pamplona, tomato battle "Tomatina" in Bunyola, beer festival "Oktoberfest" in Munich. The largest exhibition events, such as the Aerospace Show in Le Bourget, the Geneva Motor Show, the Chelsea Flower Show, have become important events for event tourism, attracting not only the professionals for whom they are primarily organized, but also tourists from many countries. Eastern culture has always attracted travelers with its unusual atmosphere and ancient traditions. Therefore, event tours to Asia are associated with tourists with something mysterious, mysterious and unusual, which makes them so popular. Today, quite a number of analysts and researchers reasonably argue that in the near future China may occupy the leading position on the world stage and surpass the USA in terms of economic growth. Nowadays, China is able to compete in virtually all sectors of the economy, including in tourism [3]. In China, celebrate national and local, Chinese and borrowed holidays and festivals. Moreover, since many holidays are tied to the lunar calendar, they cope annually not on the same days. The main festivals and festivals in China include Blossoming Cherry Festival (Taiwan), Chinese New Year, Dragon Boat Festival, International Kite Festival, International Confucius Festival. Unfortunately, in Kazakhstan, event tourism has not become a significant part of the country's tourism sector. This kind of tourism has not yet received wide circulation in our country and does not have a serious impact on the economy of the tourist industry, while in the western countries it has already brought considerable revenues from national festivals and festivals, theatrical shows, film festivals and theater, music and music competitions, gastronomic festivals, festivals and flower shows, fashion shows, auctions, sports events, international technical salons. The above listed data determine the growing relevance and relevance of digital transformation of the event tourism.

The study of the theory and practice of event tourism and event management is based on the works of A.B. Babkin, D. Goetz, S. Damme, S. Lemer, A.A. Nazimko, M. Sonder, W. Halzbaur, A.B. Shumovich. Issues of socio-economic effectiveness of event events are highlighted in the works of M. Bonn, A. Wining, D. Greenberg, L. Dwyer, M. Diyri, L. Jago, J. Carlsen, B. Ritchie, M. Reibold, B. Faulkner, E. Fredlin, P. Sherwood and others. Although there are more and more scientific publications on this subject, there are many significant insufficiently developed questions in the framework of this topic. To date, an assessment of the impact of event events on socio-economic development in Kazakhstan is not being made. In this connection, there is a contradiction: on the one hand, a large number of events are held annually in the Republic of Kazakhstan, including the world level, but the effectiveness of these measures is not assessed in view of the lack of a methodological basis. Thus, the main purpose of this article is to study and substantiate the importance digital transformation of the event tourism and it assesses the impact on the socio-economic development of the tourism industry.

## **2. THEORETICAL FRAMEWORK**

### **2.1. Event Management and tourism**

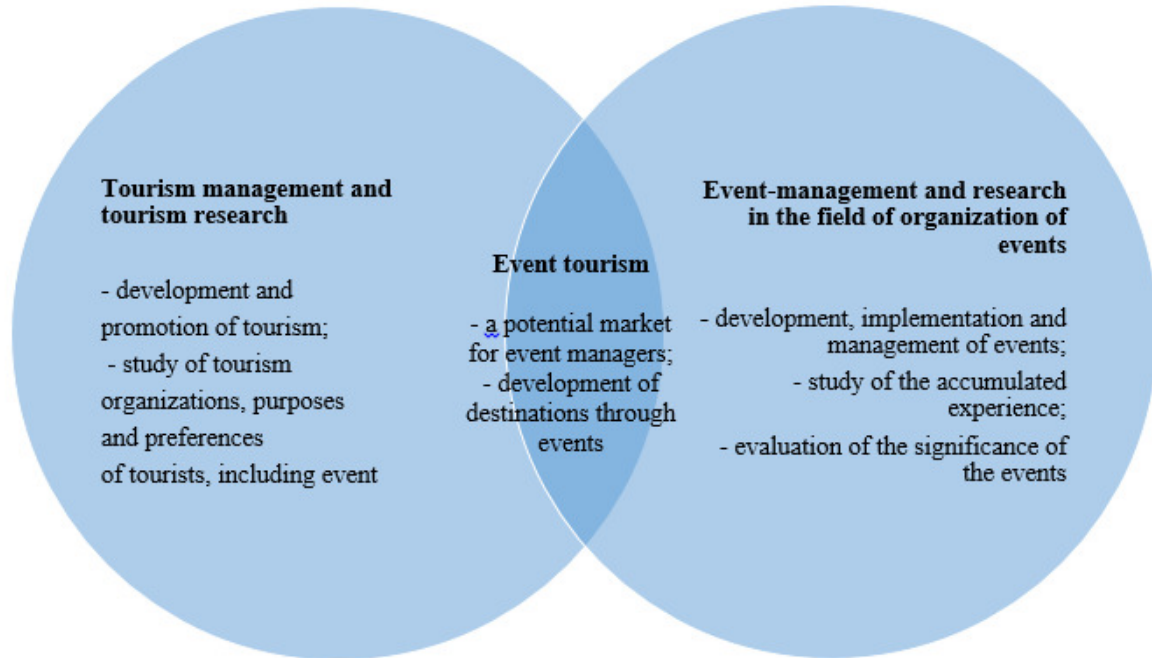
Event management is considered as a functional element of PR technologies, which appear where the market relations are formed and develop. Today, the life of society cannot be imagined without modern technologies and public opinion, the formation and modification of the latter, in one way or another, the activities of the events and socio-cultural management are directed.

There is a lot of defenses of the term Event Management. First, let's define what an event is. In his book "Magnificent activities. Technology and practice event management "A. Shumovich gives two definitions of this term, the first of which belongs to Robert F. Jani, one of the leaders of the amusement park of Walt Disney, and consists of the following: activities are what differs from ordinary life. That is, the event should be different from everyday practices, and representing a completely different field of social experience, enriching cultural capital is one of the basic human needs. The second definition belongs to Joe Goldblatt, one of the event professionals and fully confirms our conclusion about the first definition: an event is a unique period, conducted using rituals and ceremonies to meet special needs [4]. K. Kuli, following the development of Western authors' thoughts on event management, notes that, apart from objective characteristics, events have the properties that the spectator himself, ie the consumer of this type of service, endows [5]. Each event is aimed at achieving a specific goal, has a number of objective and subjective characteristics, which are recorded in the framework of event management. Event management, according to W. Haltzbauer, includes all planned, organized, controlled and managed measures that are necessary to conduct an exceptional, one-of-a-kind event [6], that is, in this definition the emphasis is on the uniqueness such activities, as well as a high level of creativity as the main characteristic required for managers in the field of event organization.

Donald E. Hawkins and Joe Jeff Goldblatt gives the following definition: "Event management includes the functions of creating, planning, marketing, coordinating, supervising and evaluating those activities requiring public assembly for the purpose of promotion, education, reunion, advocacy and celebration" [7]. Moreover, according to Van der Wagen, L. et al., "Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience,

devising the event concept, and coordinating the technical aspects before actually launching the event” [8].

Thus, event-based tourism and event management are inextricably linked. In Fig. 1 (see below) presents the relationship between tourism management and event management.



**Figure 1** Interconnection of event tourism and event management [9]

Contact of event management and tourism management occurs when organizing very special events that attract a large number of participants in order to develop a tourist destination. Event tourism combines sports, cultural, business tourism, since the purpose of the trip is timed to a specific event or event. Such a branch as event management handles the development, planning and implementation of events. The management of tourism is engaged in the study of the needs of tourists, development of tourist destination. By combining these two areas of knowledge, we receive event tourism, which, in turn, promotes the tourist destination through events.

The organization of events is becoming increasingly popular in Kazakhstan. Despite the fact that in our country the industry of event management is quite young, it is actively and confidently gaining momentum, becoming more professional every year. Events are becoming larger and if you control them at the stage of preparation of one or two managers is still real, and then on large sites in the process of implementation between the performers there is a "big gap". In our opinion, this problem can be solved by the introduction of information technology in those companies where it is not yet, and where they are already used - to move to a new more specialized level. It is known that the speed and quality of the tasks of organizing events to a high degree depend on how productive and modern the tools available to the person responsible for the whole process. We will highlight especially useful information technologies for the modern event-Manager.

*Mobile solutions.* The most notable technological trend in today's event industry is the emergence of solutions for mobile devices. Mobile solutions have changed the approach to "provisioning". Unwavering, it would seem, the position of paper as the main carrier of tickets, cramps the digital format of receipts on the screens of smartphones and tablets. The advantages

of this format are many: tickets cannot be faked or duplicated (QR - and barcodes provide uniqueness), lost or forgotten at home (all ticket data is stored in the "cloud", which is accessible from any device), and, equally important-for their purchase do not have to stand at the box office. QR and bar codes in question allow you to create a convenient system for controlling the entrance to the event. This happens with the help of CRM-systems. The visitor does not need to have a printout of the ticket, it is enough to attach the screen of the mobile device with the code displayed on it to the scanner installed at the entrance. Then the code is checked with the database of CRM-system, and with a positive result, the visitor goes to the event. Modern mobile applications also allow you to manage events, keep a record of visitors in the CMS-system, and integrate into social networks. The organizer, using these applications, is no longer tied to his workplace; he can monitor the progress of the project from any device at hand. You do not need to synchronize tasks in the calendar, because a single, "cloud" database is used every time. "Clouds" is another type of technologies useful for event-Manager.

Mobile apps help to improve:

- social networking during the event
- group or targeted messages
- organization of meetings and conferences during events, establishing business contacts
- group work
- integrated gamification
- self-study during the event
- use of social networks

Mobile applications carry a lot of opportunities for their use in the organization of events:

- Gamification
- help with navigation and information search. The apt helps the participant to find his / her location at the event and give recommendations on the way forward.
- personalized greeting and notifications on arrival at the event.
- data exchange and work in social networks. Can be two-way-with the permission of the participant, the application transmits contact information, profile from the social network, information about meeting and conference halls, food preferences at the event, and much more.
- Measure the time spent at the exhibition stand-the more time spent, the more likely the participant's interest in this stand
- automated remote start of demo videos during the event or at the exhibition
- Targeted messages to different categories of participants from the event organizers
- measurement of the quality of service participants-time to register, queue at the buffet, the ease of finding the right room.

Speaking about the communication between the organizer and the participant, the most commonly used information is via e-mail. It is worth paying attention to such trends as the use of short text messaging (SMS) service using special Internet platforms, communication via Internet messengers, as well as communication through social networks. With the help of SMS there is always an opportunity to inform participants about changes in the plan of the event, to remind about the conference or an important event on the program, and all messages will be personalized — with an appeal by name to the mobile phone. The use of group chats in Internet messengers for the organizers will allow to refuse the use of radios, thereby expanding the access zone, and to exchange information online. This type of communication is convenient when the event is held at several venues at the same time, or the program provides several

activities for different participants at the same time. By creating a closed group for the event in the social network, we are able not only to communicate with participants in real time, but also to provide access to all materials, as well as to share media files, conduct surveys and identify needs. Thus, the group in the social network can become a full-fledged platform of the event, oriented, of course, to a certain target audience, which is familiar with such methods of communication. The use of individual hashtags in photo sharing services will allow you to create a visual tape of events, and at the end of the event to be a source for creating a report.

The effectiveness of a particular method of communication, integration of various technical products, as well as platforms should correspond to the objectives and goals of the event, the number of participants and their readiness to use these tools. It should be noted that the introduction of modern systems is undoubtedly one of the components of a successful event, but should not completely deprive the "live" communication between the organizers, administrators and participants.

### 3. DATA DESCRIPTIONS AND ANALYSIS

#### 3.1. The Kazakhstan tourism industry: An overview

Kazakhstan, having a rich tourist and recreational potential, is characterized by an inadequate level of tourism development. Its share in GDP (only services for accommodation and food are counted) is about 0.9%. In 2015, the income from tourism activities amounted to 236.4 billion KZT, which is almost 2 times more than in 2010 (126.5 billion KZT). The number of employees in the industry was 103.6 thousand people. The paid taxes and other obligatory payments from tourist activity to the budget of the republic amounted to 11.0 billion tenge in 2015. According to the Agency of the Republic of Kazakhstan on Statistics in 2016 [10], the main number of tourists was found for outbound tourism at 60%, whilst the share of inbound tourism amounted to 40% (Fig. 2).

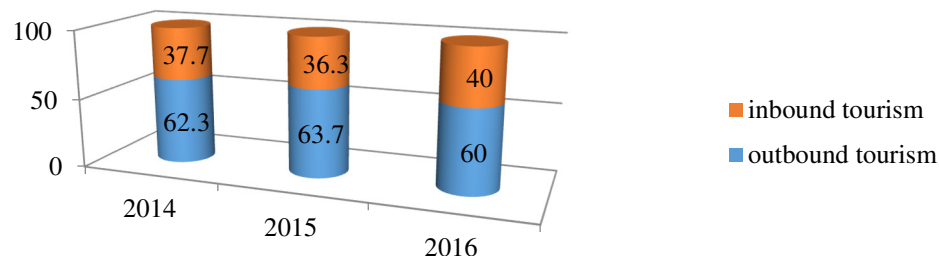


Figure 2 Number of tourists served by type of tourism

In 2016, the structure of the served visitors places of accommodation about the purposes of trips: business and professional - 54,1%, vacation and rest - 45,6%, with other purposes - 0,3%, in 2013 the structure of the purposes of trips looked as follows: business and professional - 60,0%, vacation and rest - 33,7%, visiting friends and relatives - 3,7%, religion and pilgrimage - 0,4%, medical and recreational procedures - 0,4%, shopping - 0,4% and other targets - 1.4%. It is noteworthy that compared to foreign visitors, Kazakhstanis traveled more for rest and holidays (51.7%), whereas non-residents mostly traveled for business and professional purposes (81.7%) (Table 1).

**Table 1** Number of visitors served by the purpose of travel

	2012	2013	2014	2015	2016
Total, person	3 026 227	3 307 752	3 804 447	3 802 225	4 217 782
personal	1 090 471	1 323 433	1 683 734	1 737 069	1 972 662
business and professional	1 935 756	1 984 319	2 120 713	2 065 156	2 245 120

Thus, tourism in Kazakhstan relies mainly on the local population, as well as on business and professional trips of foreign residents. Analyzing the change in the main economic indicators of tourism development, we can conclude that the potential of Kazakhstan tourism is not fully realized, since the development of the tourist industry directly depends on the creation of a modern competitive tourist complex, including natural and climatic conditions, tourist attractions, necessary infrastructure (transport, aviation, engineering and communications), including taking into account the reconstruction of checkpoints through State border of the Republic of Kazakhstan, places of entertainment, catering facilities, providing opportunities to meet the needs of local and foreign citizens in the tourist services. The creation of a modern competitive tourist complex is able to make a significant contribution to the development of the country's economy through tax revenues to the budget, the inflow of foreign currency, the increase in the number of jobs, and the control over the conservation and rational use of cultural and natural heritage.

### 3.2. EXPO-2017 as an example of event tourism for Kazakhstan

EXPO-2017 can be qualified as an exhibition, as a project, as an event and as an event. Now, summing up the results of the exhibition in Astana, it can be said that the EXPO not only to visitors to the pavilions, but also, thanks to the visualization of the media, all residents of Kazakhstan provided an opportunity to get acquainted with the venue of the exhibition, added experience of experience, which allowed reaching emotional involvement of people in the value system of this territory. This is the key advantage of event marketing. At the same time, it should be noted that the EXPO as an event and event not only attracted a certain audience, but also unite the population of the city, the whole republic and tourists. Moreover, this despite the attempts of some users of social networks, and even some media, to belittle the significance of the exhibition for the country and to question the results achieved. The application of the event marketing strategy made it possible to turn EXPO into a large-scale event, which served as a platform for telling the world a story about itself. The international specialized exhibition EXPO-2017 in Astana was highly appreciated among visitors and positive feedback from experts from around the world.

In the days of the EXPO, the tourist attractiveness of Astana has increased. Indicators for improving tourism attractiveness are:

- an increase in the number of tourists coming to the city and the duration of their stay in the territory;
- Increase in the volume of paid tourist services, hotel services and similar accommodation facilities.

Chairman of “Astana EXPO-2017” National Company JSC, after three months from the day of the exhibition's opening, provided information on the number of visitors to the exhibition and attendance of exhibition pavilions to the President of Kazakhstan. For three months, the exhibition was supposed to be visited by 2 million people. To date, this figure was 2.5 million visitors. The number of visits to international pavilions should have amounted to at least 5 million, at present it has reached a mark of 20 million. In addition, 106 high-ranking guests, including 19 heads of state, 16 prime ministers and their deputies, 11 heads of parliaments and

their deputies, 60 ministers and their deputies, visited the exhibition. Increased the number of tourists in hotels and places of public catering. According to Chairman, the number of hotels and hostels in Astana grew by 27%, the occupancy rate of which reached 60%. According to some experts, a common mistake in the use of event marketing is that after the event itself, the city or country does not have an accurate representation of what they would like to tell about themselves when they are directed to television cameras of all countries. In this regard, it should be noted that Kazakhstan has not only ideas about the positioning of the country after the EXPO, but also specific plans for the further use of the exhibition territory. Therefore, the location of the International Financial Center "Astana", the park of IT-start-ups, is planned on the territory of EXPO-2017. In the pavilion in the form of a huge sphere, "Nur Alem" ("Shining World") is organized by the Museum of the Future, and the sphere will continue to work as a tourist object. In addition, an international center for the development of green technologies and investment projects under the auspices of the United Nations is planned to be established on the territory of EXPO-2017.

Summing up:

- a noticeable revival was received by the tourism sector of Kazakhstan. The tourist attractiveness of not only the city of Astana, but also the whole of Kazakhstan has increased. At the same time, as is known, tourist attraction is the basis for the competitiveness of the territory in the tourist market and promotes the transformation of the tourist offer into demand. Indeed, during the exhibition, the demand for tour operator services increased 1.8 times;
- the investment potential has increased, the brand, image, marketing of the territory of Astana and Kazakhstan have been strengthened;
- the tourism industry of the republic received a significant boost. The multiplier effect of investment in tourism infrastructure, hotel business is expected;
- the theme of improving the quality of management of tourist attraction in the regions of Kazakhstan is being updated due to the fact that, according to the updated Concept of the development of the tourist industry until 2023, adopted at a meeting of the Government of the Republic of Kazakhstan in June 2017, six regional cultural and tourist clusters are being created. Tour operators, who used to work mainly on outbound tourism, are now upgrading their skills and developing inbound and outbound tourism. It can be said that all this was generated by the successful use of event marketing in the International specialized exhibition EXPO-2017 in Astana.

#### 4. METHODOLOGY

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 [11]. Like any branch of economic activity, the tourist industry requires constant development. Moreover, development is impossible without research. In order to choose the development of event tourism events that can attract tourists to the Republic of Kazakhstan, it is advisable to carry out a marketing survey among the residents of the country, who often visit various events in other cities and countries, using a survey method.

In September 2018, the authors conducted a survey, in which 100 respondents from different age groups took part. The purpose of the study was to assess the opportunities for planning events to attract tourists to the territory of the Republic of Kazakhstan. The technology

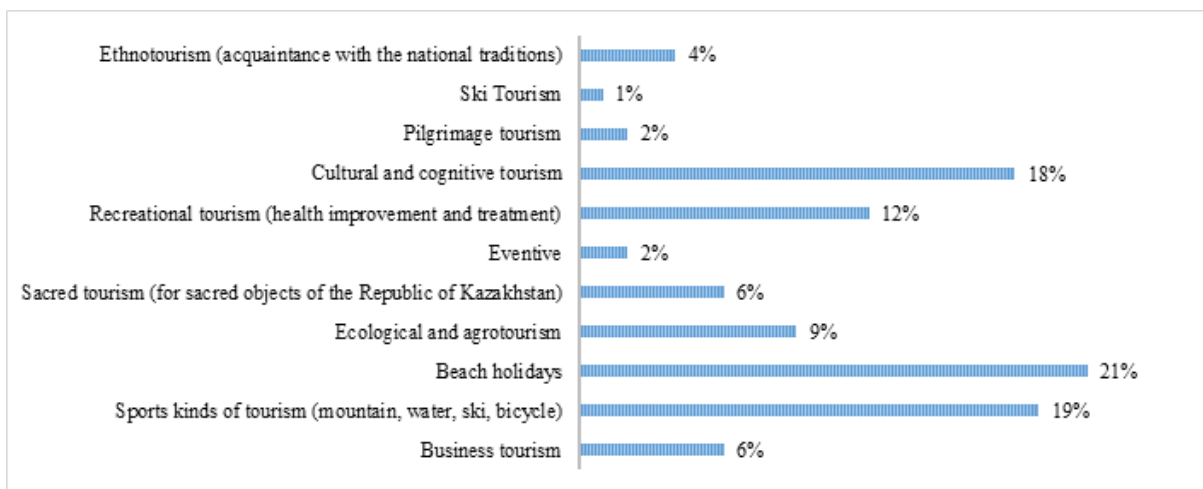


for conducting the survey is as follows: the authors developed the structure of the questionnaire, which covered the following issues:

- What type of tourism is most interesting for you?
- Do you participate in events in your city, district (festivals, sports competitions, fairs, etc.)?
- What are the main criteria that are most important when choosing a place of travel?
- What types of events are you most interested in?
- How will you find out about events, festivals, cultural events, etc.?

It should be noted that this search study and most of the questions were of an open nature, which made it difficult to process the information collected.

Processing the results of the survey and compiling a report.



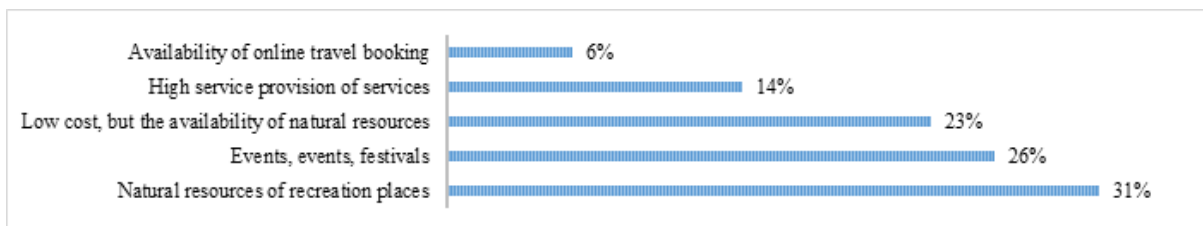
**Figure 3** Degree of attractiveness various types of tourism

The majority of respondents are interested in the following types of tourism: sports tourism (mountain, water, ski, bicycle) - 19%, beach rest - 21%, cultural tourism 18% and recreational tourism (recovery and treatment) - 12%.



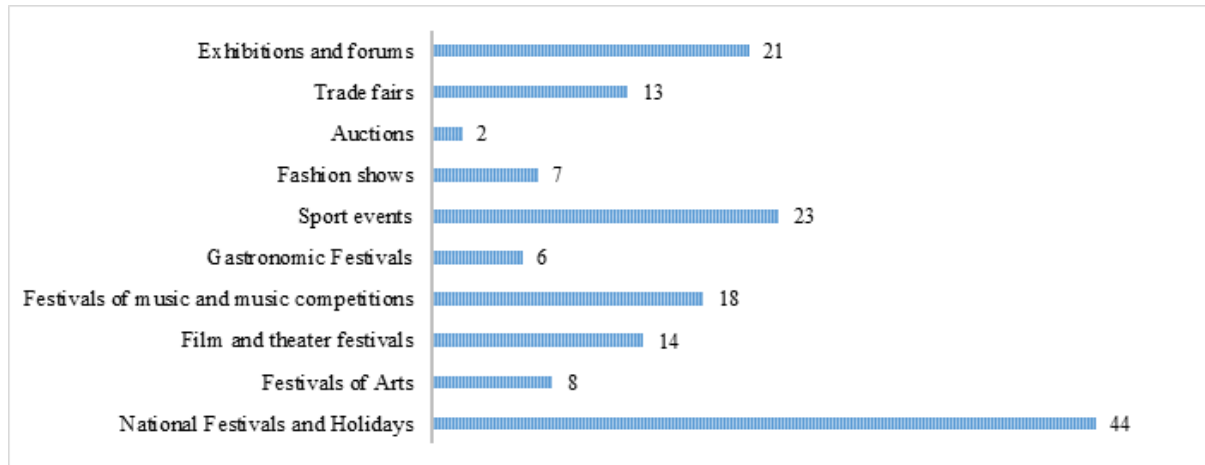
**Figure 4** Degree of participation of tourists in events in their city, district (festivals, sports competitions, fairs, etc.)

54% of respondents participate in events in their city, district (festivals, sports competitions, fairs, etc.).



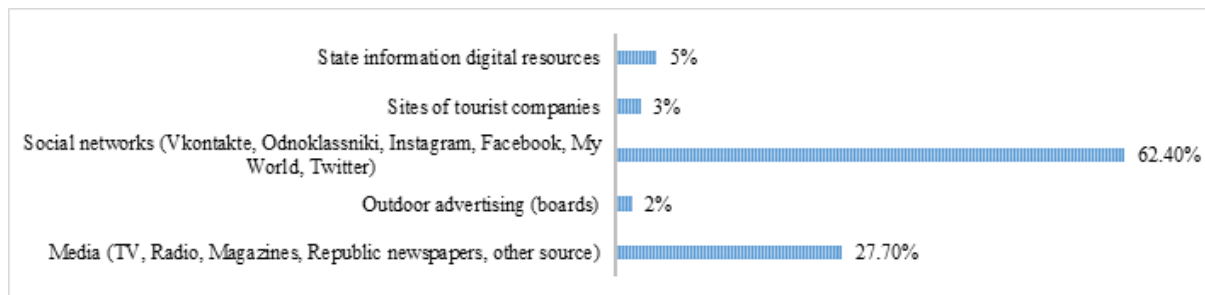
**Figure 5** Degree of importance of criteria for choosing a travel destination

26% of respondents choose the country they want to visit, depending on the events that will occur in it.



**Figure 6** Degree of event type's attractiveness

Most tourists wish to get to national festivals and holidays during their travels. Most of the tourists are attracted to bright events, which include incendiary dances, songs, dolls, parades, fireworks, etc. In addition, visitors try to visit historical events and go deeper into the history of the site visited, at the expense of attractions.



**Figure 7** Sources of information on events, festivals, cultural events, etc.

With the help of social networks (Vkontakte, Odnoklassniki, Instagram, Facebook, My World, Twitter), 62.4% of those surveyed learn about events, festivals, cultural events, etc. Moreover, 27.7% of the surveyed learn about events, festivals, cultural events, etc. from the media (TV, Radio, Magazines, Republic newspapers, and another source).

Thus, it can be concluded that the authors analyzed the experience of conducting events of an eventual nature in Kazakhstan and abroad. The conducted marketing research has revealed the necessity of development of events of an eventual nature in the regions and cities of republican importance of Kazakhstan, aimed at organizing national festivals and festivals, music festivals and thematic carnivals. The direction of tourism studied is interesting for residents and guests of the country and requires improvement.

## 5. CONCLUSION

Management in the tourism industry is a system of activities, the elements of which are various types of activities carried out by managing entities (organizing the provision of services, producing their components, acquiring it, which are distributed among various entities: authorities, management of tourist firms and associations, consumers) [12]. The events significantly influence the development and marketing plans of most tourist activities. The role

and influence of pre-planned events in the sphere of tourism are documented, especially the great impact of the events have on the competitiveness of the tourist destination. Event tourism as a branch has strengthened in the scientific community and the tourism industry two decades ago, which led to the subsequent impressive growth of this sector.

The eventful tourist potential of Kazakhstan is great. The richest culture, history, and most importantly, the availability and development of international events - the basis for the growing popularity of event tours around our country. Recently, event tourism has firmly established itself in the tourist market and is becoming more popular among tourists. This is a unique kind of tourism, as it is inexhaustible in content and in meaning. A number of experts believe that in the near future the number of participants in event tours will exceed the number of participants in sightseeing tours [13, 14, 15, 16, 17, and 18]. Participants in the event tour usually place high demands on accommodation facilities, especially to their classic type - hotels, transport, catering and guide services.

Today, scientists in the classification of tourism distinguish a number of innovative species, such as: food tourism [19, 20], wellness tourism [21, 22, 23], digital tourism [24], halal tourism [25, 26], movie-induced tourism [27, 28] etc. However, the peculiarity of event tourism is that every year it is replenished with new event tours, which from casual to regular. For example, the Olympics - summer and winter Olympic Games, World and European football championships occupied a solid place in the international event tourism. Many analysts evaluate the modern stage of tourism as an "era of special events." The annual number of participants of events lasting from half to one day is from fifty thousand to sixty thousand people, and festivals lasting two days or more - about five thousand people.

The growing importance of events in tourism is associated with two main aspects of its development - technological and image. The technological aspect of development of event-based tourism is based on the ability of events to organize free time in a form most attractive to the modern tourist, highly possessing entertaining and interactive value, accompanied by a high density of live human communication and, as a consequence, a powerful potential for forming bright, long-remembered impressions; structuring leisure, providing an "informational stimulus" for his organization in space and time; "Revive" stationary cultural attractions, namely to make them interactive. In the technological aspect, event tourism can be considered as a sector of certain types of cultural tourism, and the formation and use of events - as a tool for the development of appropriate types of tourism. The image aspect of events consists in their ability to expand the popularity of the destination and to create or develop the image of the destination. Widespread evaluation of events as new "image builders", recognizing their dominance over other characteristics of cities and regions to endow them with unique distinctive features associated with this event and the identification of places as tourist destinations. Both technological and image aspects of event tourism create opportunities for reducing seasonal fluctuations in tourist arrivals and prolong the tourist season, increasing the number of tourists, including through repeated visits. At the same time, it is important that tourists participating in a cultural event spend more money than ordinary tourists spend, often stay in hotels and other accommodation facilities and are characterized by a longer stay in the destination. When organizing event tourism, it is necessary to pay attention to the fact that significant changes occur with the characteristics of consumers of tourism services in general. The social portrait and the needs of the target audience of the institution of culture and tourism have changed significantly, and the target audience has increased in its volume due to the expansion of such parameters as age, professional status, and place of residence. The cultural and educational level of the target audience has risen; the vast majority of tourists are active users of the Internet. It is necessary to pay close attention to a significant decrease in the age

of the target audience with a sharp increase in the level of education and mobility. These trends should lead to a change in the objectives in the construction of a management strategy, including event-based tourism. Unfortunately, many cultural institutions that are the objects of the tourist display and the organizers of event tourism remain islands of immobility lose the areas of cultural, symbolic and activity coincidence with reality. As a result, many traditional tourist programs are becoming uninteresting for tourists from among young people, who demand high interactive events of event tourism.

Today the enterprises of the sphere of tourist services, including cultural and art institutions acting as organizers of event tourism, need, on the one hand, to make maximum use of the existing characteristics of mass culture in order to attract tourists, expand the consumer audience and increase the competitiveness of Russian programs for event tourism on the domestic and international markets. On the other hand, another task of the tourism industry is to familiarize the society with the high achievements of culture, that is, at the current stage it is necessary to actively influence the formation of mass culture and try to make a "high", "true" culture - mass. This shows the serious humanitarian role of tourism in the formation of a spiritual and moral platform for the development of civil society. It is necessary to provide potential Kazakh and foreign tourists with the opportunity to consume tourist services in a convenient, dynamic and modern information environment. The conducted research indicates that the main reasons for which interviewed respondents would be willing to prefer domestic tourism to an outgoing one are the presence of interesting tourist programs, a high level of quality of tourist services and services, competitive prices.

## ACKNOWLEDGEMENTS

The authors thank all anonymous reviewers for their helpful remarks. This research was supported by the BR05236689 “Diversification of tourism in the Republic of Kazakhstan in the transition to a digital economy: strategies and implementation mechanisms” scientific and technical program.

## REFERENCES

- [1] World Tourism Organization (2018), UNWTO Annual Report 2017, UNWTO, Madrid. DOI: <https://doi.org/10.18111/9789284419807>
- [2] State of the Nation Address by the President of the Republic of Kazakhstan Nursultan Nazarbayev (2018). New opportunities under the fourth industrial revolution [http://www.akorda.kz/en/addresses/addresses\\_of\\_president/state-of-the-nation-address-by-the-president-of-the-republic-of-kazakhstan-nursultan-nazarbayev-january-10-2018](http://www.akorda.kz/en/addresses/addresses_of_president/state-of-the-nation-address-by-the-president-of-the-republic-of-kazakhstan-nursultan-nazarbayev-january-10-2018)
- [3] Ziyadin, S., Suieubayeva, S., Kabasheva, N., & Moldazhanov, M. (2017). Economic rationale for the investment attractiveness of China at present. *Economic Annals-XXI*, 163(1-2), 35-40.
- [4] Hazeeva, V.K. (2008) Instrumenty prodvizhenija event-kompanii // *Event.ru*. - № 6 (21). – S.15-19
- [5] Utkin, E.A. (2001) Pablik rilejshnz. Svjazi s obshhestvennost'ju v sfere biznesa.
- [6] Nazimko, A. E. (2007). Sobytijnyj marketing: rukovodstvo dlja zakazchikov i ispolnitelej.
- [7] Hawkins, D. E., & Goldblatt, J. J. (1995). Event management implications for tourism education. *Tourism recreation research*, 20(2), 42-45.
- [8] Van der Wagen, L., & White, L. (2018). *Event management: For tourism, cultural, business and sporting events*. Cengage AU.

- [9] Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism management*, 29(3), 403-428.
- [10] Ministry of national economy of the Republic of Kazakhstan Committee on statistics, 2017. Tourism of Kazakhstan Statistical collection 2012-2016. <http://stat.gov.kz/> (accessed 15 March 2018).
- [11] Ziyadin Sayabek, Dauliyeva Galiya, Kalymbekova Zhanna and Turlybekova Asel (2017) Key Aspects of Digital Tourism Modernization. Proceedings of the 31th International Business Information Management Association Conference, IBIMA 2017, P. 2065-2070
- [12] Lipkova L., Ziyadin S., Blembaeva A. (2017) The economic essence of management of the tourist industry. // *The Journal of Economic Research & Business Administration*. №4 (122). – P.73-81
- [13] Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593-631.
- [14] Backman, K. F. (2018). Event management research: The focus today and in the future. *Tourism management perspectives*, 25, 169-171.
- [15] Jones, C. (2012). Events and festivals: fit for the future? *Event Management*, 16(2), 107-118.
- [16] Moscardo, G. (2007). Analyzing the role of festivals and events in regional development. *Event Management*, 11(1-2), 23-32.
- [17] Sharpley, R., & Stone, P. R. (2011). Socio-cultural impacts of events: meanings, authorized transgression, and social capital. *The Routledge handbook of events*. London: Routledge, 347-361.
- [18] Yeoman, I., Robertson, M., McMahon-Beattie, U., Backer, E., & Smith, K. A. (Eds.). (2014). *The Future of Events & Festivals*. Routledge.
- [19] Getz, D., Robinson, R., Andersson, T., & Vujicic, S. (2014). *Foodies and food tourism*. Oxford: Goodfellow Publishers.
- [20] Lee, K. H., & Scott, N. (2015). Food tourism reviewed using the paradigm funnel approach. *Journal of culinary science & technology*, 13(2), 95-115.
- [21] Chen, K. H., Liu, H. H., & Chang, F. H. (2013). Essential customer service factors and the segmentation of older visitors within wellness tourism based on hot springs hotels. *International Journal of Hospitality Management*, 35, 122-132.
- [22] Kelly, C. (2012). Wellness tourism: Retreat visitor motivations and experiences. *Tourism recreation research*, 37(3), 205-213.
- [23] Heung, V. C., & Kucukusta, D. (2013). Wellness tourism in China: Resources, development and marketing. *International journal of tourism research*, 15(4), 346-359.
- [24] Watkins, M., Ziyadin, S., Imatayeva, A., Kurmangalieva, A., Blembayeva, A. (2018). Digital tourism as a key factor in the development of the economy. *Economic Annals-XXI* 169(1-2), 40-45
- [25] Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism management perspectives*, 19, 150-154.
- [26] Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19, 137-143.
- [27] Riley, R., Baker, D., & Van Doren, C. S. (1998). Movie induced tourism. *Annals of tourism research*, 25(4), 919-935.
- [28] Su, H. J., Huang, Y. A., Brodowsky, G., & Kim, H. J. (2011). The impact of product placement on TV-induced tourism: Korean TV dramas and Taiwanese viewers. *Tourism Management*, 32(4), 805-814.