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## ВЕСТНИК

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**A. T. Tleuberdinova<sup>1</sup>, D. M. Salauatova<sup>2</sup>**<sup>1</sup>Karaganda State University named after academician E. A. Buketov, Kazakhstan,<sup>2</sup>Karaganda Economic University Kazpotrebsoyuz, Kazakhstan.E-mail: tat404@mail.ru, <sup>2</sup>Di\_kz010@mail.ru**FEATURES OF ENTREPRENEURSHIP ACTIVITIES  
IN TOURISM**

**Abstract.** The purpose of the work is to identify the peculiarities of entrepreneurial activity in the tourism sphere. The work is a theoretical and empirical research. The article analyzes different points of view to determining the role and importance of entrepreneurship in the sphere of tourism, their interrelations. There are given the specific characteristics of the entrepreneur of tourism and its motives.

The result of the work was the identification of the distinctive features of the tourism industry, tourism services and the nature of the demand for tourism services. Measures have been developed to take into account these features and determine their impact on the development of the tourism industry. The field of application of the research results is the activity of the subjects of the tourism industry. It is necessary to take into account specific features of the industry for successful entrepreneurship activity and increasing entrepreneurial activity in the field of tourism, which in turn should contribute to the development of the industry as a whole.

**Key words:** entrepreneurship activity, tourism, tourist business, features.

Modern tourist business is one of the largest and fastest growing sectors of the economy. The tourism industry plays a significant role in creating jobs, reducing unemployment. Often, the tourism industry is seen as an intermediary of economic and social changes in society. In addition, tourism is able to support a nationwide association by inflowing foreign exchange, encouraging cultural activities and traditional crafts, to have a significant impact on the survival of various service sectors.

It is believed that tourism entrepreneurship can eliminate social problems, give impetus to the country's development and budget replenishment, which leads to GDP growth. Thus, according to a study by the World Travel & Tourism Council (WTTC), the total contribution of tourism to the world gross domestic product in 2016 amounted to 7,613.3 billion US dollars, which corresponds to 10.2% GDP. According to forecasts, by 2027 this indicator will grow by 3.9% per annum and amount to 11 512.9 billion US dollars (11.4% of GDP). In addition, in 2016, the tourism industry involved 108,741,000 jobs, which accounted for 3.6% of total world employment. According to the agency's experts, by 2027 the indicator is expected to grow to 138 086 000 jobs (4.0% of total employment) [1].

The constant change in tourist motives and preferences, the constant nature of the development of tourist destinations, the increase in demand for new tourist products and services, the growth in the number of new tourists and, finally, the intensification of competition contribute to the development of tourism entrepreneurship [2]. The main components of the success and development of the tourism industry, both globally and regionally, are entrepreneurship and innovation [3]. According to many scientists, the tourism, hospitality and leisure industry is primarily based on entrepreneurship [4-7], and tourism entrepreneurship is one way of providing strategic support to stabilize business development [8].

Tourist entrepreneurship is defined as activities related to the creation and operation of a legal tourism enterprise operating on the basis of obtaining material benefits through the satisfaction of tourists' needs [9]. Modern entrepreneurship in tourism has many different forms from traditional enterprises to innovative small and medium-sized enterprises offering local gastronomic tourism, rural adventure tourism, sustainable regional ecotourism packages, event tourism and festivals, authentic and ethnic

family restaurants, family pensions, "Bed and breakfast", economy-class hotels, boutique hotels, home-made rooms, local gift shops, car rental companies, agricultural farms, attractions and retail outlets, designed to meet the specific needs of different types of tourists [10, 11].

Historically, individual examples of tourism entrepreneurship have been observed mainly in a small family business [12], but over the last decade, entrepreneurship has become a common practice not only for global tourism networks, but also for small and medium-sized enterprises (SMEs). Since SMEs predominate in the tourism industry, working mainly on the basis of family enterprises and not demonstrating such entrepreneurial characteristics as are characteristic of large corporations, it is very important to distinguish between corporate entrepreneurship and SME entrepreneurship [13, 14]. As a rule, corporate entrepreneurship proceeds from a systematically developed plan known as Corporate Entrepreneurial Strategy (CES), which is not characteristic of SMEs. In attracting capital, hiring employees, finding markets, obtaining support for business, small businesses rely heavily on social and family networks [15].

In addition, entrepreneurship is common among SMEs specializing in ethnic niche tourism in rural areas, where local cultural factors are an indispensable condition for success. Entrepreneurship is important in the early stages of the development of regional urban tourism in cases where global hotel chains and international franchises do not seek to invest in destinations [16].

Entrepreneurship plays an important role in the realization of recreational opportunities. Entrepreneurship is seen as an important factor in the development of tourism, both regionally and globally. S. Khanka defines entrepreneurship in the sphere of tourism as a person or group of persons who produce and manage tourism products [17]. Tourist entrepreneurship is recognized as the main way of providing strategic support for business development, especially in rural areas. K. Koch and T. Halten identified the importance of entrepreneurs in the development of tourism, arguing that the birth of a tourist business is not an act of nature, but is an act of a tourist entrepreneur. They note that the environment, reliefs, flora and fauna, historical artifacts and hangars of cultural heritage become tourist resources only when there are entrepreneurs who can transform them into tourist attractions and destinations [18].

In the first published works devoted to the analysis of models of the formation of destinations, there was an underestimation of the historically important role of the entrepreneur in the development of tourism. In particular, V. Kristallers defined their role only in the development of infrastructure [19]. The published works of D. Miozeks and D. Lundgren mainly concerned the role of accessibility and transport, geographic location and physical attributes [20, 21]. In accordance with the R. Butler model of the "life cycle of tourist zones" (TALC), the role of local entrepreneurs is defined only in the development of tourist services, facilities, promotional activities in the early stages of development [22]. R. Tinsley and P. Lynch consider the TALC system as static, without a dynamic element, which does not take into account important non-material elements [23]. These omissions were also noted by G. Khovinen, who recognized the diminution of the importance of entrepreneurial activity, as a potential incentive for changes in tourism [24]. Similarly, T. Koles, who criticizes the existing models, considered the person as a passive subject [25].

Such criticisms can also be applied to the models of I. Gormsens and S. Keller, emphasizing, first of all, the importance of control by local authorities [26, 27]. Two models that give some idea of how local entrepreneurs influence are D. Lewis and D. Ritchie-G. Crow. D. Lewis defined entrepreneurs as triggers of change in the dynamic role of power [28]. The model of D. Ritchie and G. Crowe provides a more dynamic understanding of the fact that entrepreneurs and small enterprises play a significant role in creating competitive advantages, explaining that "... they are of fundamental importance for the development of tourism as an industry", contribute to the development and competitiveness of destinations through their strategies, intercompany competition and cooperation. In their view, competition between small enterprises in destination places creates an environment for excellence, while interdependence between firms encourages inter-firm cooperation [29].

Later, in the wider literature, the influence of entrepreneurship became more obvious. Authors such as A. Shapiro and D. Pierce assumed that entrepreneurship provides communities with diversity and dynamism that ensure continuous development, and its influence can go beyond a single project and stimulate others [30, 31]. S. Britton believes that the construction of only one hotel in the locality can provoke further development of the tourist sphere, as it signals confidence in destination and pushes for further construction [32]. Z. Mottiar and H. Tucker emphasized the growing number of studies demon-

strating how small tourist firms can have a significant impact on the development and functioning of destinations [33]. They provide a platform that makes the region accessible and attractive. The idea of entrepreneurs influencing development that goes beyond their own individual contribution can be fundamental to understanding the extent of their impact on the development of tourism.

In recent years, the topic of the role of entrepreneurship in tourism has received more attention. Even in those areas that are advantageously provided with resources, it is doubtful the development of the tourism industry without the influence of entrepreneurs. R. Russell admits that "modern tourism is formed by innovation, talent and vision of entrepreneurs", and L. Lee, that "the hospitality and tourism industry has become a fertile field of business" [35]. A number of researchers point out that a certain range of "key entrepreneurs is crucial for tourism and community development" [36].

In comparison with the entrepreneurial process in other industries, tourist entrepreneurs have a certain feature: they are very motivated by their lifestyle and non-economic incentives [37, 38]. Research in the field of entrepreneurship in the field of tourism shows that for entrepreneurs of the tourism sector, characteristic features of entrepreneurs working in other sectors are characteristic: riskiness, financial independence, strategic vision, innovation, customer orientation and the desire for adaptation [39]. But entrepreneurs in the sphere of tourism and hospitality are different from other entrepreneurs in such matters as the possession of special PR methods, marketing and communication skills [40], and also orientation toward high quality of services [41]. Therefore, innovative managerial and marketing abilities and excellent communication skills of entrepreneurs have a huge positive impact on the successful application of entrepreneurial processes [42].

Figure 1 shows the differences in the motives of tourist entrepreneurs, since their motives are more associated with achieving a higher standard of living than simply maximizing profits.

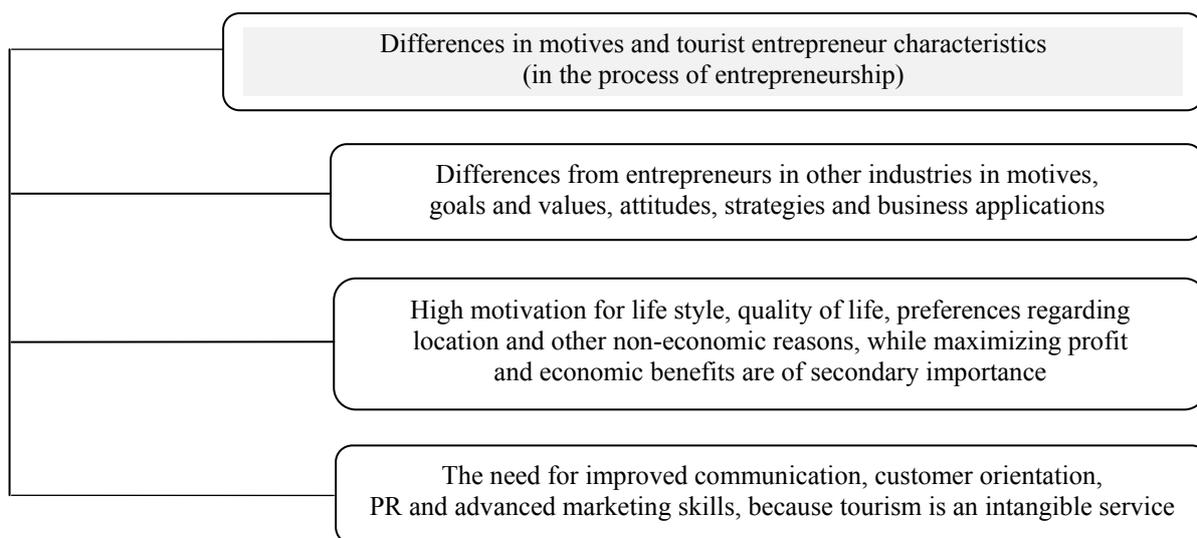


Figure 1 – Differences of motives and tourist entrepreneur characteristics.  
Source: [49-51]

Tourism provides good opportunities for the formation of values for entrepreneurs where they were not previously [43]. It is considered as one of the ways to overcome barriers to regional development, due to the growth of market demand, by attracting tourists [44]. Despite the fact that economic development is the main point in the planning of the community, recently the so-called "triple line" of economic, environmental and social development is becoming popular [45]. For local communities, these development paths will always have a strong exogenous influence.

The goal of any country regions is to make the best use of tourism-related opportunities without being excessively dependent on the sector, because excessive dependence exposes the local economy to acute exogenous pressure through demand fluctuations [46-48]. Regions should activate their positive local social capital and connect the goals of economic development with other goals of the community, the main driving resource of which is entrepreneurship.

The business process brings many positive results not only to individuals and companies, but also provides a significant contribution of tourism to the development of the regions.

The inextricable link between tourism and regional development, both at the local and national levels, is the subject of many studies [52-54]. D. Saarinen associated with the regional development of Northern Europe, the following three factors: the EU policy, focused on the future; a growing trend towards natural tourism and a real or perceived lack of alternatives to tourism. Tourism remains "an important policy tool devoted to changes, reconstruction of the social and physical environment" [55]. The growing awareness of the economic role of tourism has made it a socio-political problem, even if the economic contribution is distributed unevenly. A number of studies on tourism focus on areas where tourist enterprises are based on cluster theory [56-58].

However, the reality is that not everywhere the development of tourism is associated with the overall strategy of the country's development. Most often this involves a number of common problems that have a decisive impact on the formation and survival of small businesses. D. Muller lists a number of common problems that usually affect tourism development initiatives:

- Lack of local control over decision-making. Communities are trying to focus on endogenous growth in order to reduce dependence on external actors;
- Weak domestic economic ties and information flows, which makes individual economic development more tied to the center or other regions and does not encourage local cooperation;
- Geographic distance from markets and poor infrastructure - a growing issue of concern for tourism;
- Growing societies with a decline in population;
- Lack of innovation and human capital, which reduces the possible positive changes [59].

The specificity of the tourism industry has a significant impact on the characteristics of entrepreneurial activity and determines the features of its measurement methods, analysis of economic influence on the development of the industry (figure 2).

First and foremost, the feature of the tourism sector is determined by a wide range of activities of related industries: transport (airlines, railways, taxis and buses, car rental, shipping lines), accommodation (hotels, motels, guest houses, apartments and villas, campsites, condominium deposits, tourist caravans), food industry (restaurants, cafes, bars, snack bars, canteens, catering), entertainment industry (natural and cultural attractions, theme parks, museums, national parks, wildlife parks, objects of heritage, entertainment, events); trade, sector of the organization of tours (tour operators, travel agents, incentive travel organizers, tourist associations, etc.), consumer services, communications, etc. Therefore, often the tourist product is called amalgam, i.e. a mixture of everything that the tourist receives and uses in destinations, which can be compiled by any entrepreneur engaged in tourism [60-62].

The productivity of one subsector influences the profitability of other sectors, different suppliers always win, combining their efforts, therefore in the field of tourism, a good interconnection between entrepreneurs is very important. Tourist entrepreneurs should form stable relations with relevant stakeholders, contributing to the increase of business activity. Many researchers determine that the tourist entrepreneur is engaged in the proactive creation, development and maintenance of perfect, interactive and profitable exchanges with selected clients and partners, based on six components: trust; integration; communication; common values; empathy and reciprocity [63].

The co-operative and complementary nature of travel agencies develops through their own needs and community values. This interaction strengthens their specialization, improves their market potential and creates opportunities for others. This microcluster approach is designed to stimulate new growth at a level understood and controlled by the local community. A. Morrison defined such interconnection as interorganizational learning and the exchange of knowledge with a sense of community and purposeful cohesion. The main element of these communities is that they were historically formed as a result of various socio-political and economic interactions between the participants in an effort to maintain the competitive advantage of the appointment [64].

Another economic feature of tourism is the predominance of small and medium-sized enterprises (SMEs) in the tourism industry. V. Middleton, who called them "microenterprises", lists a number of their economic advantages and shortcomings:

- Money received by microenterprises, as a rule, remains in the local community and is part of the structure of the local money circulation cycle;

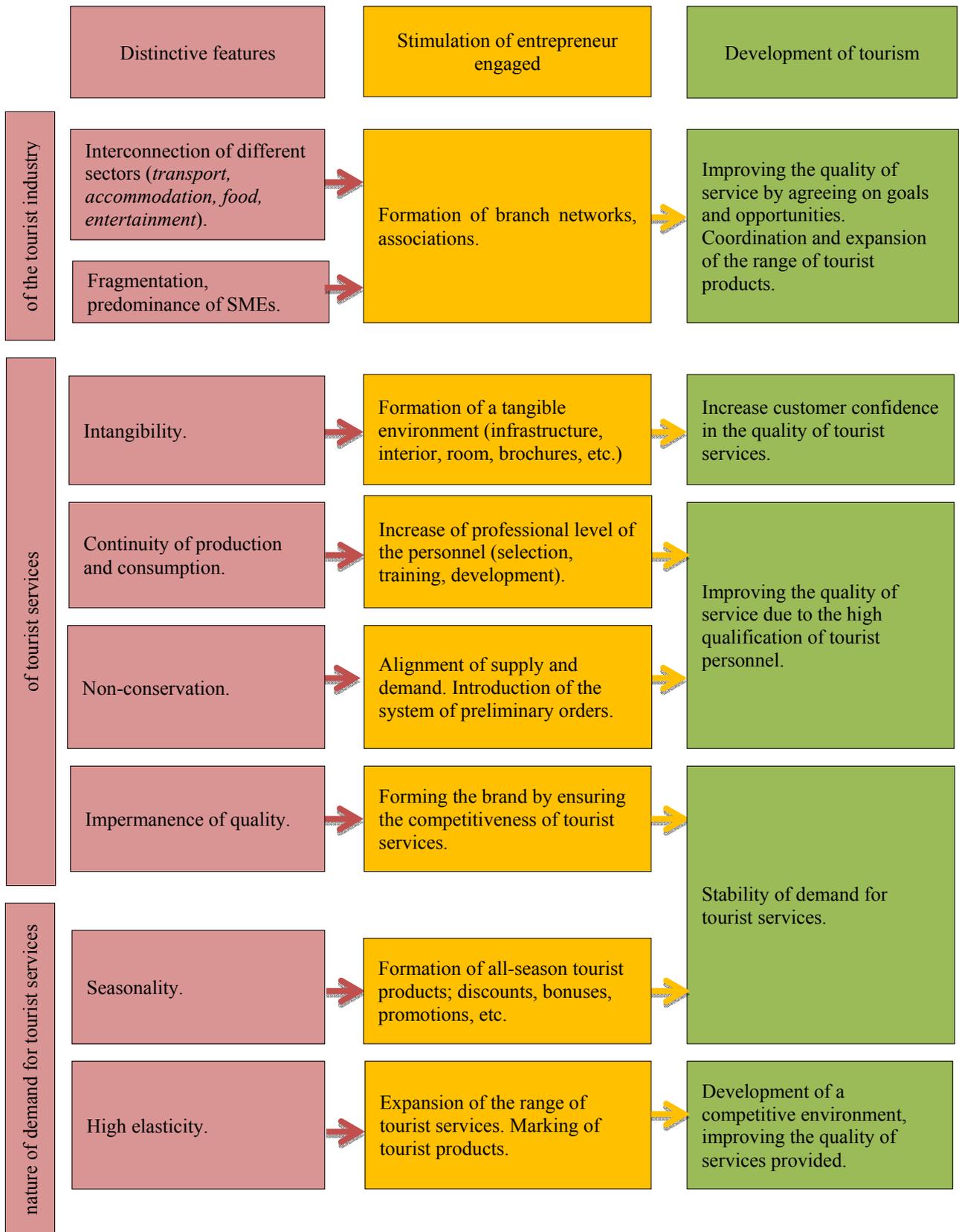


Figure 2 – Features of entrepreneurship activities in tourism.  
 Note: prepared by the authors

- They are a vital element in creating jobs in rural areas and less developed regions in general;
- They are not characterized by commercial substantiation dominating on the large enterprises
- Microenterprises are unique and cannot be standardized, which makes them amorphous and complex to define them as a single sector [65].

A high proportion of SMEs is due to rapid changes in industry trends, tourist behavior and preferences. In addition, the motives, goals values, attitudes, strategies and requirements for success for tourism entrepreneurs vary. Nevertheless, tourist entrepreneurs seem to be highly motivated by lifestyle, preferences for location and other non-economic motives that are not common for entrepreneurs in general; whose main motive is profit maximization and financial independence.

Tourism is the service industry, which is characterized by all the services. First, all tourist services are intangible, and from the point of view of international trade and balance of payments, incoming and outgoing tourism are accordingly invisible exports and imports. In essence, when acquiring a tourist service, the client gets the right to use it at a certain time in a certain place. About the service before its use, the client can judge only by tangible characteristics that can reduce uncertainty. For example, the quality of tourism services can be judged on various grounds: infrastructure, advertising materials, design and interior, professionalism of employees, formed image, etc. For tourism enterprises, the company's positive image and brand awareness are one of the ways to materialize tourism services.

Their production and consumption takes place at the producer's location, and not at the tourist's residence. The quality and performance of the service is determined by the attitude of the staff. Therefore, for the tourist, employees of suppliers of tourist enterprises who are in constant verbal contact with consumers are an integral aspect of the tourist product. The customer does not just consume the service; he connects to its production. Participation of the buyer in the service sector means that the manufacturer must take care of what he produces and how. The behavior of the manufacturer of the tourist service, his professional experience and knowledge during the consumption of the customer services determine the probability of its recurrence.

The third feature of tourist products is non-conservation. Unlike physical goods, it is impossible to save unsold hotel numbers, tickets for tickets, entertainment sessions, etc. for a specific date. The supply in tourism is inflexible: all hotels with a fixed number of rooms, transport operators, service and food operators – with a fixed number of seats. Therefore, entrepreneurial activity in these areas requires more intensive control of supply and demand, management of profitability, since seasonality causes the growth of fixed costs, and the capacities not used on a certain day are lost and cannot be restored. In this case, it is necessary to maintain the supply-demand ratio by differentiating prices, discounts, developing new tourist products and other incentive measures.

Variability in the quality of tourist services is determined by internal and external factors. Internal factors depend on the people who provide services. External factors include weather conditions during the tour, unexpected flight delays, and the like. It is necessary to comply with service standards and develop their own policy of monitoring the quality of customer service; the development of the brand by ensuring the competitiveness of tourist services. The nature of the demand for tourist services also has its own characteristics. It is seasonality and high elasticity.

Seasonality of demand for tourism products is closely related to the non-conservation of tourism services, uneven time allocation. This phenomenon differs between countries, between destinations. So, if for Turkey the tourist season lasts 9 months, then for individual regions of Kazakhstan - a maximum of six weeks. The main factors that determine the seasonal peaks are the climate, the period of vacation of residents of countries and school holidays.

The seasonal pattern of demand affects the level of employment in the tourism sector, congestion of the tourist infrastructure, growth in operating costs, rise in prices, decline in the quality of service during the peak season and, as a result, dissatisfaction of the tourist. This creates certain difficulties for the implementation of entrepreneurial activities.

To smooth out seasonal fluctuations in demand, it is recommended to apply methods of sales promotion: the provision of discounts and bonuses for a certain volume of purchases and its regularity; preliminary conclusion of contracts with tourist companies on more favorable terms; reduction in the price of policies in months with reduced demand; sale of services on credit; development and presentation of new service portfolios.

Since the second half of the 20th century, tourism has become one of the most significant and fast-growing sectors of the world economy, which greatly facilitates the search for target segments and positioning of own tourist services. In addition, a characteristic feature of the world tourism market is the demand for new directions, which further motivates entrepreneurship in developing destinations, to which Kazakhstan also belongs.

Relatively high growth rates of demand for tourism are partly the result of high elasticity of income of international arrivals and departures. According to I. Smeral, the demand for tourism shows a high degree of sensitivity to changes in incomes, and the demand for tourism is sensitive to price fluctuations [66]. As the tourist business is characterized by high competition, the coefficients of price elasticity have a negative sign. High elasticity of demand for tourist services demonstrates the dependence of consumption of tourist services on consumer income and tourist product prices. Expansion of the range of tourist services will make it possible for consumers to make a choice based on their income.

In addition, experts note the relatively low investment costs of the tourism sector, since the investments per employed person are relatively low. In addition, natural attractions have free access, or require only a small investment for inclusion in the tourist product. Most cultural attractions, not built for tourist purposes, only later become tourist attractions. It can be said that such facilities as airports, aircraft, highways, railways, cruise ships, cruise terminals, hydraulic structures and cable railways require high investment costs, but most of them are designed not only to serve the tourist sector, but also other activities of the national economy.

In many developing countries, tourism is a gateway to "entrepreneurship", and this is considered one of the positive aspects of tourism in the development process of many countries and regions [67, 68].

Thus, for successful entrepreneurial activity and increasing entrepreneurial activity in the sphere of tourism, it is necessary to take into account the specific features of the industry in order to ensure business success, which in turn should contribute to the development of the industry as a whole.

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### **ТУРИЗМДЕГІ КӘСІПКЕРЛІК ҚЫЗМЕТТІҢ ЕРЕКШЕЛІКТЕРІ**

**Аннотация.** Жұмыстың мақсаты туристік саладағы кәсіпкерлік қызметтің ерекшеліктерін анықтау болып табылады. Баяндама теориялық-эмпирикалық зерттеу болып табылады. Мақалада туризм саласында кәсіпкерліктің рөлі мен маңыздылығын, олардың өзара қарым-қатынасын анықтау мақсатында түрлі көзқарастар талданады. Туризм саласындағы кәсіпкердің ерекшеліктері мен оның уәждемелері анықталды.

Жұмыстың нәтижесі туристік саланың, туристік қызметтердің, туристік қызметтерге сұраныстың сипатының айрықша ерекшеліктерін анықтау болды. Осы ерекшеліктерді есепке алу шаралары әзірлеіп, олардың туристік саланың дамуына әсері анықталды. Зерттеу нәтижелерін қолдану саласы туристік индустрия субъектілерінің қызметі болып табылады. Табысты кәсіпкерлік қызмет және туризм саласындағы кәсіпкерлік белсенділікті арттыру мақсатында саланың ерекшеліктерін ескеру қажет, бұл өз кезегінде саланы дамытуға ықпал етуі тиіс.

**Түйін сөздер:** кәсіпкерлік қызмет, туризм, туристік кәсіпкерлік, ерекшеліктер.

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### **ОСОБЕННОСТИ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ В ТУРИЗМЕ**

**Аннотация.** Цель работы – выявить особенности предпринимательской деятельности в туристской сфере. Работа представляет собой теоретико-эмпирическое исследование. В статье проанализированы различные точки зрения к определению роли и значения предпринимательства в сфере туризма, их взаимосвязи. Приведены отличительные характеристики предпринимателя сферы туризма и его мотивов.

Результатом работы стало определение отличительных особенностей туристской отрасли, туристских услуг и характера спроса на туристские услуги. Разработаны мероприятия по учету этих особенностей и определено их влияние на развитие туристской отрасли. Областью применения результатов исследования является деятельность субъектов туристской индустрии. Для успешной предпринимательской деятельности и повышения предпринимательской активности в сфере туризма необходимо учитывать специфические особенности отрасли, что в свою очередь должно способствовать развитию отрасли в целом.

**Ключевые слова:** предпринимательская деятельность, туризм, туристское предпринимательство, особенности.

## **Publication Ethics and Publication Malpractice in the journals of the National Academy of Sciences of the Republic of Kazakhstan**

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