

INNOVATIVE DEVELOPMENT OF INFORMATIZATION IN TOURISM IN GLOBALIZATION CONDITIONS

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The essence of conception «informatization» has been explored in the article. The impact of informatization not only on the development of tourist activity, but also on world economy in whole has been analyzed. The conclusion about necessity of informatization usage, which base is information technologies has been made.

Key words: conception «informatization», the technological aspect of social conditions and preconditions of informatization, informational society, innovative development.

ИННОВАЦИОННОЕ РАЗВИТИЕ ИНФОРМАТИЗАЦИИ ТУРИЗМА В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

В статье исследовано сущность понятия «информатизация». Проанализировано влияние информатизации не только на развитие туристической деятельности, но и на мировое хозяйство в целом. Сделан вывод о необходимости применения информатизации, в основе которой лежат информационные технологии.

Ключевые слова: понятие «информатизация», технологический аспект социальных условий и предпосылок информатизации, информационное общество, инновационное развитие.

ІННОВАЦІЙНИЙ РОЗВИТОК ІНФОРМАТИЗАЦІЇ ТУРИЗМУ В УМОВАХ ГЛОБАЛІЗАЦІЇ

У статті досліджено сутність поняття «інформатизація». Проаналізований вплив інформатизації не лише на розвиток туристичної діяльності, але і на світове господарство в цілому. Зроблений висновок про необхідність вживання інформатизації, в основі якого лежать інформаційні технології.

Ключові слова: поняття «інформатизація», технологічний аспект соціальних умов і передумов інформатизації, інформаційне суспільство, інноваційний розвиток.

Definition of the issue. The important factor of sustainable economic development of countries is innovation, which is extended in the conditions of informational society formation. The special features of innovative economic processes are diffusion of innovations, extension of information networks, increasing role and information meaning, on a ground of increasing globalization paces, that needs improvement of management mechanisms of national economy of countries and provokes the necessity of transformations execution in national economy through acceleration of innovative processes. In these conditions, the comprehensive substantiation of transformations is necessary. The transformations become consequence of global informatization, adoption of management methods, on basis of comprehensive approaches to ensuring of innovative development in tourism.

Analysis of latest studies and publications. The execution of innovative processes concerning not only development in tourist sector, but also changes in world economy. Among scientific workers from another countries, who have been studied innovative processes in world economy, it should be defined the following: G. P. Anilionis, O. Bratimov, D. Geld, P. Gerst, Ch. Gil, Yu. Gorskiy, M. Delyagin, V. I. Dudorin, N. A. Zotova, E. G. Kochetkov, A. Kovalenko, Jh. Madjioni, E. McGriu, G. Tompson, D. Stiglitz, Jh. A. Khanson, P. Khokhon. Among home scientific workers, who formulate conceptual approaches to comprehension of issues of innovative activity execution and provide important proposals concerning tourist development in Ukraine, it should be defined the following: O. Amosha, O. Belorus, I. Buzko, A. Galchinskiy, O. Golovinov,

I. Dakhno, V. Dementev, V. Zakhzhai, M. Koretskiy, D. Lukianenko, V. Liashenko, V. Makarenko, Yu. Makagon, Yu. Pakhomov, I. Penkova, T. Umanets, A. Filippenko, V. Khobta. These authors have made weighty contribution to the development of the correspondent parts of economical science, which connected with economics and innovations. The issues of informatization of economical processes are repeatedly referred by N. Apatova, L. Vinarik, V. Dik, A. Ioffe, Yu. Lisenko, V. Rozhnov, A. Shchedrin.

The purpose of the article. To study essence, principles and conception "informatization". To analyse the impact of informatization on the development of tourist activity in Ukraine. To observe the conception "informatization", which is important factor of permanent economical development of countries. To analyse innovative development of information technologies in activity of tourist enterprises of Ukraine. To study essence of informatization in national economics in context of world global processes.

Description of basic material. Informatization becomes important field of economics and tourist sector and simultaneously the most important function of a state, ensuring factor of its security and sovereignty. From these positions, way of government regulation establishment of informatization sector in tourism in Ukraine, existing issues and achieved results have been observed. The modern stage of civilization development is associated with intensive usage of information, which becomes the most important resource of society.

Rapidly increasing technical and technological characteristics of informative-computer systems and networks provide quality new possibilities for infor-

mation processing and its highest form – knowledge. Therefore, "informatization is realization of complex of measures, which directed at ensuring of complete and well-timed usage of correspondent knowledge in all the types of human activity, which have social meaning" [27]. The analysis of world infrastructure demonstrates that informatization became important field of economics and determinative sphere of tourist business. Informatization allows to economize the basic types of resources, ensure effective administrative and economic management and reduce social intensity in society. Informatization penetrates into all life spheres and its process already not only being connected with adoption of new information technologies, but it is the most important function of tourism, ensuring factor of its security and sovereignty. That is why the question of tourist regulation of informatization sphere becomes increasingly actual and vitally important. Tourist policy of informatization is system-coordinated conceptual basics and principals, which determine and regulate functions and forms, organizational, economical and other relations as between enterprises and subjects, as between subjects in sphere of informatization. Most types of relations in information sphere are known as not subjected to any legal regulation. The democratic basics of society provides right of all subjects to receipt of complete, correspondent and well-timed information.

Though realization of this right is possible only provided information security, if there is ensuring of protection of vital interests of a person, society and a state from harming owing to incompleteness, contradiction and inopportuneness of information or negative information impact, owing to negative consequences of information technologies functioning, and also owing to unauthorized information distribution [28]. Specifically in this area, the role of a tourist enterprise and its policy become decisive one, and informatization policy is determined as important integral part of common internal and external policy of a tourist enterprise. Such aspects, as legal, organizational, economical, scientific-technical, industrial, social, international, informational security have special meaning. The experience of many countries convincingly testifies that serious successes in development of a tourist enterprise, economical and political reforms were achieved only provided execution of effective informational policy. And on the contrary, if informational sphere at an enterprise was underestimated or control over informational resources has been lost – that led to extremely difficult negative consequences of socioeconomic character. The basic prerequisite is economics deregulation. The volumes of assigned financial means, which necessary for informatization are distinguished in three orders. The economical crisis continues in the country. The unregulated process of conversion does not allow to use possibilities of tourist sphere for informatization needs. On the present day, the regions have real financial means for informatization. The necessary precondition of informa-

tization is democratization. The perfect informational environment is necessary only for democracy. During the analysis of policy conditions of informatization in Ukraine, it is significant that Ukraine has quite shallow roots of democracy as norms of policy life, obviously insufficient paces of democracy of Ukraine associated with not legitimate character of the modern power. The absence of policy stability continues to curb inflow of foreign investment to Ukraine, foreign investment part would be directed to informatization:

1) degree of motivational preparedness of population to the usage of new technologies of informatization. According to the data of sociologists, common preparedness of Ukrainians to adoption of new information technologies is typical for 72,7 %, practical preparedness – 57,2 % [16, p. 259];

2) computer skills of Ukrainians are not correspond to necessity of ensuring of high rates of informatization, not to mention about informational culture;

3) informational lifestyle is not a life norm in Ukraine yet, and information does not occupy high positions in human values system. The new informational consciousness is in establishment stage;

4) achievement of high cultural and nonmaterial potential, components of which are knowledge stored by society, materialized spiritual wealth and people, who are knowledge carriers. Unfortunately, competitiveness of domestic scientific research results reduces (1980 year – 9,1 %, 1985 year – 7,4 %, 1987 year – 5 %), there are 5 times less students in Ukraine, than in the USA, level of information awareness of a home scientist is 100 times less than for an American colleague. The social sphere is process of extended reproduction of a human as a personality, as a subject of historical process. The potential abilities of a human brain are used on average just 10 %. The major issue of society is to improve considerably this index, approach it to the objective border of human possibilities. The contribution to this issue had to be introduced also by progress of informational technique and technology. How much information now, informational technologies contribute to increasing of "life quality", contribute to improvement of conditions of "reproduction" of a personality? For this purpose, there is necessity of free access of every person to social and living (informational centers of municipalities, prefectures and etc.), political, economical, cultural and nonmaterial and other information. The fact of presence of computers at home (in a family), in kindergartens, schools and institute of higher establishments acquires special social meaning. Arranging social structure by one of criterions: property type, living standard, sex, age and etc., it is necessary to supplement the received structure by "informational profile". For example, it is obviously that there exist more positive attitude to informatization of youth comparing to older people. In another variants of society structuring, "informational profile" is not so obvious, special social research is necessary. Without similar knowledge, the effective involvement in the informatization process

of different social groups is impossible. It is necessary to conduct the analysis and prognostication of social structure changes under informatization impact by the following orientations:

- changes of social groups (their dimension, qualitative parameters);
- changes of percentage ratio between different social groups;
- changes of interaction types between social groups.

The similar analysis and prognostication of social structure changes are conducted with supposition that the social relations are expressed in such extent, that it is possible in principle to talk about society as about system. Though, it should be emphasized that the problem of "authorization" of society is discussed nowadays by scientists all over the world [20, p. 32]. Since receipt of information about current events in the country and in the world is not demanded direct communication between people, a human can being isolated from society more and more, to be in danger of illusion of independence from it. It is necessary to sensitize feeling of responsibility of every person for the current events in the world, achieving the accurate awareness of interaction of all people. This issue has huge importance, and first of all weighs on the education system and mass media. The prognosticate character of social structure changes under informatization impact by the above mentioned orientations:

- quantity of social group will increasing, and of course, that will lead to reduction of their average dimension. The modern informational technologies represent real possibility of more accurate, operative records of the people's interests. The qualitative parameters of social groups will improve by such parameters as education level, intellectuality and other.

- new percentage ratios between social groups, defined in society by different criterions will probably look in the following way:

- 1) part of people, who are involved in intellectual labor – intellectuals. The appearance of special class of "intellectuals" is prognosticated [22, p. 69]. Those, who will not want either can not work intellectually are supposed to receive labor in sphere of informational services, which has to consists more than 50 % in employment structure, or in material production sphere, as it was emphasized earlier;

- 2) quantity of people able to work is increasing. People of older age will be able to work even after retirement, as level of age capable of working will be increased (a body grows old earlier than a brain);

- pyramidal social – economical structure will giving place to net-like (mosaic) structure more and more. The structure of the net is more accurately supports new informational technique.

The American researchers note, that "convergence of changing public and personal values with new technique and energy-economical needs leads to essentially unavoidable establishment of mosaic society" [21, p. 30]. In the hierarchy of values, autonomy of a personality,

which nowadays is not appropriate to the traditional society, proves to be at one of the highest places (along with innovation, originality). The personality is realized only through belonging to any certain corporation, being an element in the system of corporative relations, which is strictly certain. If a person is not involved in any corporation, he is not a personality. The special type of autonomy of a personality: a person can change his corporative relations, since he is not involved hard in them, he may and can get along with people, absorbs in different social communities, in different cultural traditions [23, p. 45]. The special type of autonomy of a personality appears in the anthropogenic civilization. The modern science and technical creation involve in the sphere of human activity principally new types of objects, learning of which demands new strategies. It is referred to the objects, which represent self-developing systems, characterized by synergetic effects. Their development is always accompanied by passage of the system through the special conditions of instability and at these moments minor accidental influences can lead to occurrence of new structures, new levels of organization of system, which influence on already well-established levels and transform them.

In the modern conditions of economical life globalization, developed countries, where science fulfills a role of the main economically reproduced factor, ensures its development for account of improvement of existing technologies, technique and usage of principally new scientific achievements. The international technological and scientific exchange, transfer of intelligent potential is one of the sign of our time. It is understandable that Ukraine will become a prosperous country only when it will able to adapt fully and effectively its interests to territories and resources it owns. But is impossible to do without tight economical and technological collaboration with developed countries. That is why strategic purpose for Ukraine has to be its entry in international scientific-technical flows, which will allow to modernize home production, ensure competitiveness of the main fields of tourist business [26].

To characterize the condition of informational sphere of Ukraine, since 1998 year scientific-technical organizations of Ukraine established 26 samples of new technique, or 5,3 samples per 1 million of population (in Russia the adequate index is made for 6,8 samples per 1 million of population). The calculations indicate that for the latest years their quantity reduces annually in average by almost 20 %. Among created samples of new technique prevail electro-technical, chemical, compressor, oil industry and oil refining equipment, vehicles, technological equipment for food industry. Though in latest years it was created less samples of new equipment than earlier, specific weight of accepted to acquirement new technique objects in total quantity was in average on 6,6 % higher. The estimate of technical level of the created samples indicates that prevalent part is not relevant to the modern demands. So, part of samples during creation of which was used

principally new technical decisions, in latest years it did not exceed 7 % (in Russia this index of last year consists of 44,1 %). As the result, only 7 (2,6 %) out of the total quantity of new technique samples created in last year, by its technical-economical characteristics exceeded the best world analogs. Considerably, that the technical level of each third sample was not designated owing to absence at enterprises information about the best world analogs. Thereby, without taking into account the best world analogs, it was created 60 % of equipment samples for ferrous and non-ferrous metallurgy, food industry, higher than 30 % — hardware and equipment of communication facilities, electro-technical equipment, digging machines and equipment of cultural and general designation. Such condition caused first of all by the reason that in 90-s years with attainment of business independence (according to the Ukrainian law "Concerning enterprises in Ukraine) by enterprises and organizations, they started to liquidate patent license structures with purpose of economy.

Conclusions. The study of evolution of system "world economy — national economy — subjects of economy conduct" and scientific theories and conceptions of post-industrial informational society allowed to define fundamental principles of development of social-economical systems. The pre-industrial society bases on interaction of a human with nature, industrial society — on interaction of a human and nature converted by him, and postindustrial society — on interaction between people and information exchange. The theory of "new economy" or economy of knowledge in a lot of aspects of post industrialization conception is combined. The preconditions of passage to economy of knowledge in Ukraine consequently became four factors:

liberalization of markets, mobility of capital intensification, appearance of digital space, as singular communication net, globalization of market structures. The execution of transformation process of Ukrainian economy to informational economy is confirmed by informatization of all spheres of economic activity, de-

velopment of informational industry and international collaboration, in the industry of informational technologies: during 2005—2012 years, part of services in the Ukrainian GDP increased from 51,3 % to 56,8 %; part of employees in service industry — from 49,5 % to 56,4 % of total quantity of occupied population; specific weight of investment in immaterial assets — from 2,8 % to 3,7 % of total size of capital investment; total size of export of informational technologies services in total size of the Ukrainian export of services increased from 2,6 % to 5,6 %. During the period 2010—2012 years advanced technology products to the sum more than 9,5 billion hryvnas were produced and realized, in addition 62 % of total size of production consists of space-rocket production. The export of advanced technology products for analogous period achieved 6 billion hryvnas, which consists of more than 60 % of production size. It should be emphasized that in 2012 year, Ukraine joined to the top leading countries by production of advanced technology products in the production sphere of electronic documentation and took the fourth place in the world by quantity of certified specialists in informational technologies sphere after the USA, India and Russia. The analysis of the modern global processes demonstrated that the globalization, which covered all the regions of the world economy, changed ratio between external and internal factors of development of national economies in favor of the internal factors. The impact of globalization processes on the macroeconomic level are appeared in the approach of Ukraine to social-economical activity on the world market through liberalization of trade, reversal of trade and investment barriers, ensuring of free capital flow and labor power. The globalization processes on the macroeconomic level are appeared in the extension of national economy subjects activity outside of the internal market — any region with high level of consumption becomes a market; different stages of projection, production and sales of production, are allocated in different countries, unifying in the international scale.

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