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MANAGEMENT OF THE DEVELOPMENT OF SCIENTIFIC TOURISM

The development of any system involves an increase in the number of functions performed and the quality of these functions. The increase in the number of functions performed due to the potential, which is laid in the system when it is created. Modern society has the same features as the open system. On the other hand, new data can be entered into the system, the processing of which at the output gives qualitative changes in the very structure of society and lays the foundation for subsequent development. Such data can be events with a specific content. For example, the constant organization of music festivals and sports events leads to the creation of a certain infrastructure of the territory. The organization of any event is possible with the participation of the residents of the area, at least their consent. Ideally, residents are prepared to hold a certain event. By agreeing to at least temporary changes in the environment of their stay, participants in the event lay the foundation for subsequent changes. Thus, events and information are factors that change the vector of development of the system. Information and events become management tools.

Theorists of the post-industrial concept see modern society as an information society. For example, James Martin believes that «the information society can be defined as a society in which the quality of life, as well as the prospects for social change and economic development, are increasingly dependent on information and its operation ...» [1, с.116]. The main products of production in modern society are information and knowledge. Thus, the development of scientific tourism as a catalyst for obtaining new knowledge and the development of the territory becomes urgent. Scientific tourism is tourism associated with the organization, holding of congresses, symposia, seminars, it resembles business tourism and

usually takes place in large cities known for their scientific and cultural traditions. [2]. According to the author's definition, scientific tourism is tourism, the goal of which is to popularize new scientific knowledge, preserve the scientific heritage, develop modern and existing areas of science. Scientific and practical conferences, forums, symposia, congresses, thematic excursions, exhibitions, etc. are the instruments of scientific tourism.

Science and technology are key drivers of economic growth. Today science is concentrated in big cities. Investing in new knowledge is growing. According to research 10 cities received 52% total venture capital invested in 2012 amounting to US 21,2 billion of US 42,1 billion [3]. In 2016, some 60% of the share of authorship in the Nature Index came from 100 cities, the top 10 metropolises accounted for 17% of the total research output, which is 17 times their global population weight [4].

The author proposes the following flow control scheme (Figure 1):

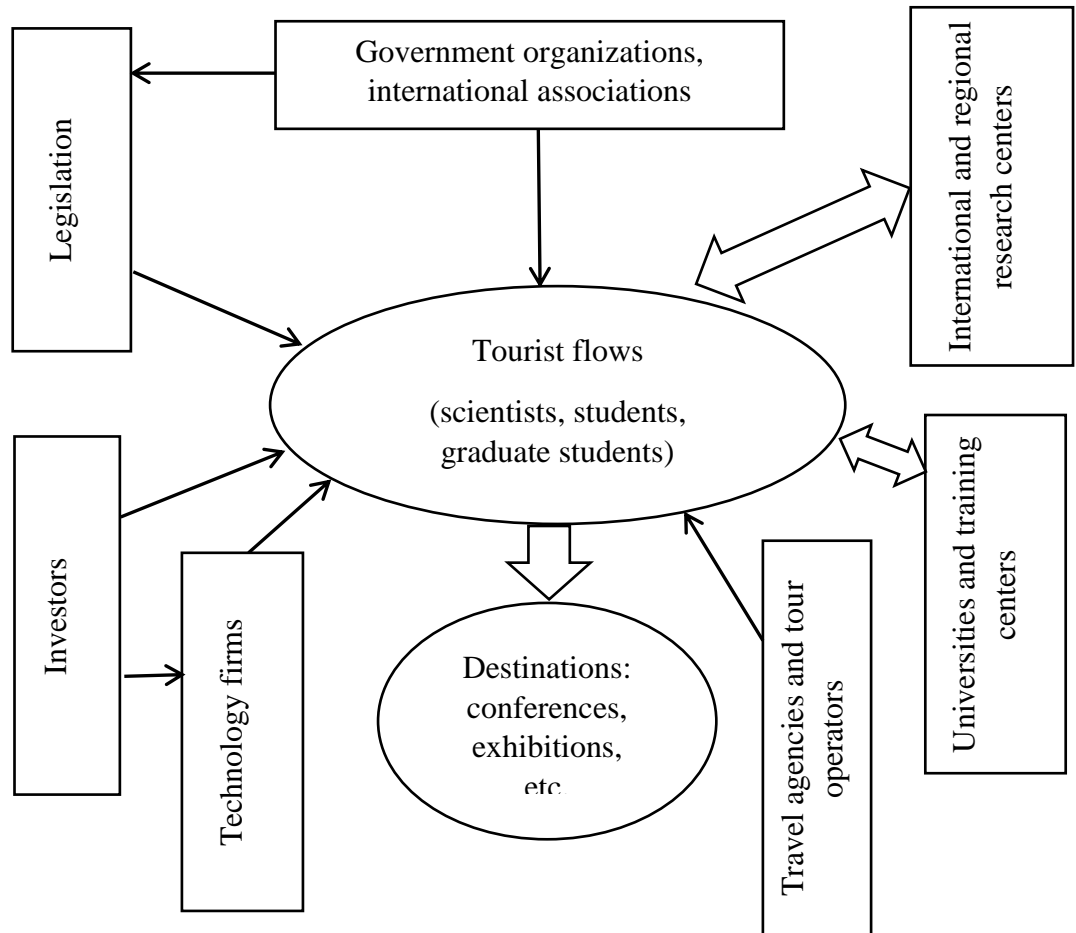


Fig.1 Tourism flow management scheme

Conducting scientific conferences contributes to the formation of a specific tourist flow (people creating new knowledge) to a certain destination. This stream in turn creates a special field for communication, the result of which indirectly are innovative technologies.

The development of scientific tourism contributes to:

- the establishment of new relations;
- dissemination of scientific information;
- the most advanced advancement of the most promising scientific achievements;
- career growth of young scientists.
- self-organization of the scientific sphere.

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2. Loyko O. T. Turizm i gostinichnoye khozyaystvo. Uchebnoye posobiye. - Tomsk: Izd-vo TPU. 2005 g. - 152 str.

3. Richard Florida and Karen King, 'Rise of the Global Startup City,' University of Toronto, Martin Prosperity Institute, January 2016.

4. Richard Florida «Comment: Where the streets are paved with ideas» - Access mode <https://www.nature.com/articles/550S172a>.