

**The report of the round table on "Financial management in the era of digitalization: innovations and sources of financing in the tourism sector" according to the action plan of the Council of Young Scientists for the 2025-2026 academic year:**

Date: October 30, 2025

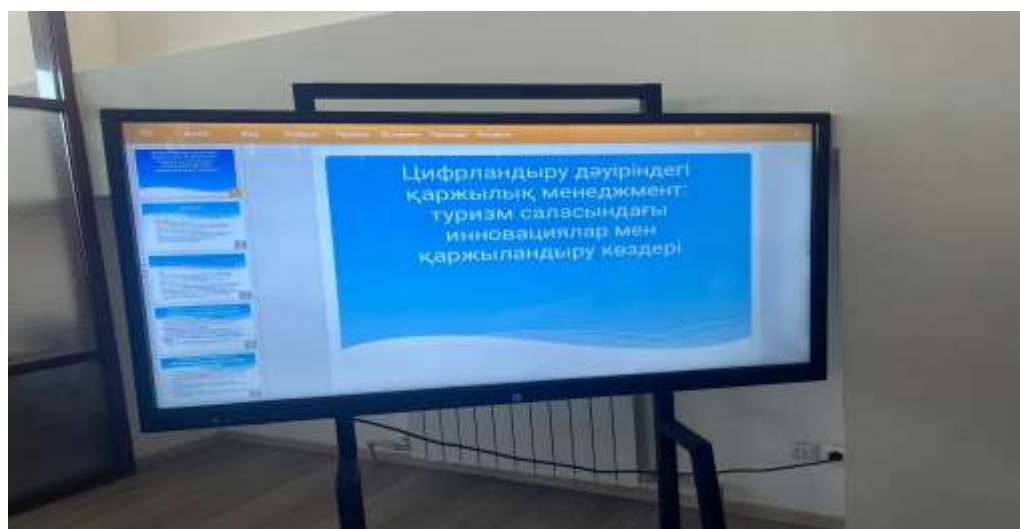
Venue: International University of Tourism and Hospitality, auditorium 303.

Moderator: Sabit Tulenbaevich Baymaganbetov

On October 30, 2025, an open round table for young scientists, undergraduates and students was held in Auditorium 303 of the International University of Tourism and Hospitality. The main topic of the round table was "financial management in the age of digitalization: innovations and sources of finance in the tourism sector."

The main purpose of this event is to form a discussion platform among young scientists on the topic "Financial management in the era of digitalization: innovations and sources of financing in the tourism sector", discuss topical issues on improving the financial mechanisms of the industry in the context of digital transformation and develop scientific and practical proposals.

Moderator: Sabit Tulenbaevich Baymaganbetov Today's round table will be devoted to the topic "Financial management in the era of digitalization: innovations and sources of financing in the tourism sector." The accelerated development of digital technologies is transforming all aspects of economic processes, including the financial management of the tourism industry. In this regard, the issues of improving the mechanisms of financing the tourism sector, adapting to new business models and introducing digital innovations are of particular importance.







Digitalization has fundamentally changed the formats of providing travel services, including online booking, multiservice platforms and automated accounting systems, and in financial management, the use of digital tools such as ERP systems, Big Data analysis and automated budgeting makes it possible to optimize costs and increase the profitability of organizations. The economic share of digital tourism in global practice is growing every year, which indicates the need to create new market opportunities in Kazakhstan, however, when implementing this trend, infrastructure constraints, insufficient human resources and lack of financing are becoming the main obstacles.

Speaking second, Birzhan Agniyazov reviewed innovative financing models in the tourism sector, in particular, noted the active use of venture financing mechanisms, crowdfunding, crowdlanding and public-private partnership (PPP), the increasing role of the startup ecosystem in attracting investments in innovative travel products and the increased importance of digital analytics tools and risk modeling methods in assessing investment effectiveness., The young scientists also discussed limited sources of financing for tourism startups and low investor interest in supporting high-risk projects as an important issue.



Thus, in the era of digitalization, improving the financial management of the tourism industry is an important condition for economic growth, strengthening the innovation ecosystem and increasing international competitiveness. During today's round table, young scientists and experts presented valuable opinions on new models of tourism financing, the effectiveness of digital technologies and strategic directions necessary for the sustainable development of the industry.