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В сборнике материалов международной онлайн конференции рассмотрены актуальные тенденции развития гостиничного и ресторанного бизнеса в Республике Казахстан и зарубежом.

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# HOW TO THINK IN THE DIRECTION OF “SUSTAINABLE TOURISM” AND HOW SUSTAINABLE THINKING CAN AMELIORATE SERVICE IN THE HOTEL INDUSTRY

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Nowadays, the issue of sustainable development is relevant and this issue is important in all areas, and is related to the pressing problems of our time. Of course, this issue will not bypass the tourism sector. Currently, all figures in the tourism sector are looking for and putting on the agenda the issue of sustainable tourism. This article will address the issue of how sustainable tourism can be achieved, and most importantly, who is the fundamental link in the development of sustainable tourism. First there should be an understanding and conveyance of general information about what sustainable tourism is and why it is so relevant.

Starting from the 1995 World Conference on Sustainable Tourism in Lanzarote, the concepts of “sustainable tourism” and “sustainable tourism” have continuously appeared on the political agenda of the United Nations and the United Nations World Tourism Organization (UNWTO), resulting in significant declarations, guidance documents and initiatives and becoming essentially a priority for UNWTO. At the same time, in UNWTO documents, the aforementioned concepts often began to be used as synonyms [1].

In general, recommendations on the development of sustainable tourism and sustainable management practices are applicable to all forms of tourism in all types of tourist destinations, including various segments of tourism, including mass tourism. Sustainability principles relate to the environmental, economic and socio-cultural aspects of tourism development, and to ensure long-term sustainability, a balance must be struck between these three dimensions [2].

Therefore, sustainable tourism should:

1) to ensure the optimal use of natural resources, which are the main element of tourism development, supporting significant environmental processes and helping to preserve natural resources and biodiversity;

2) respect the socio-cultural characteristics of host communities, preserve their cultural heritage and traditional values, and promote intercultural understanding and tolerance; 3) guarantee viable, long-term economic operations, providing and fairly distributing social and economic benefits for all participants - sustainable employment and income opportunities, social security in host communities, thereby contributing to poverty reduction.

The development of sustainable tourism requires both the informed participation of all relevant stakeholders and strong political leadership to expand the circle of participants and reach agreement. Tourism is an ongoing process and requires constant monitoring of its impacts in order to take preventive and / or corrective measures whenever necessary. Sustainable tourism should maintain a high level of tourist satisfaction and ensure that they gain significant experience [3].

UNWTO has formulated the following priority goals for sustainable tourism development.

1. Economic viability - to guarantee the viability and competitiveness of tourist destinations and enterprises so that they are able to continue their prosperity and ensure their long-term benefits.

2. Local prosperity - to maximize the contribution of tourism to the prosperity of destinations, including maintaining the proportions of the tourist load on the region.

3. Quality of employment - to increase the quantity and quality of local jobs created and supported by tourism, including the level of remuneration, conditions of service and accessibility for all without discrimination on the basis of gender, race, disability or other reasons.

4. Social justice - seek to disseminate widely the principle of sharing the economic and social benefits of tourism throughout the host community, including the improving opportunities, incomes and services available to the poor.

5. Affordable tourism - to provide safe and comfortable tourism for all visitors regardless of gender, race, physical ability, etc.

6. Local control - involve local communities in planning and authorize them to make decisions on the management and future development of tourism in the region (after consultation with other interested parties).

7. Welfare of society - to maintain and improve the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

8. Cultural wealth - respect and enhance the historical heritage, genuine culture, traditions and characteristics of host communities.

9. Physical integrity - to maintain and improve both urban and natural landscapes, to prevent their visual or physical destruction.

10. Biological diversity - to support the conservation of natural areas, habitats and wildlife and minimize the damage caused to them.

11. Resource efficiency - minimize the use of insufficient and non-renewable resources in the development of tourism and tourism activities.

12. Ecological cleanliness - to minimize the production of waste and pollution of air, water and land by tourism enterprises and visitors.ing their understanding of sustainability issues and promoting sustainable tourism practices [4],[5].

As mentioned in “12 Goals of Sustainable tourism”, every aim is closely connected with people, actually has to be regulated and promoted by locals, government and tourists. Additionally in this article it is shown how it is vital and has a crucial role of human recourses in touristic destinations, mostly in the hotel enterprises and how we can ameliorate service in hotel industry in collaboration with sustainable tourism. Based on the foregoing, with the idea of achieving sustainable tourism starting with the company's staff, tourist areas should understand that sustainable development in tourism can only be achieved with the help of an employee who is satisfied and understands the goals and ethical codes of the company. The issue of sustainable tourism is resolved with a smooth transition to sustainable development and then on the topic of understanding the staff of sustainable development and how to balance the ethical code of the company with the goals of sustainable tourism. Firstly, as a topic is going regarding human recourses, we need to recognize and explain what is “sustainable thinking”. And there is we can also add idea ethical thinking, because aforementioned two ideas are connected. To be able to think ethical and sustainable means to assess the consequences and impact of ideas, opportunities and actions. Ethical and sustainable thinking is a matter of the attitudes, behaviours, values and mindset that an entrepreneur should have to take ethical decisions and act sustainably.

- Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment
- Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen
- Act responsibly and make correct nudges to employees

While retention is a cornerstone of success and healthy work culture, the cultivation of sustainable employees protects the longevity of a business while driving it toward future success. When your team isn't on board with the mission, the whole company lags behind. Culture suffers. Focusing on building a sustainable workforce is a must if a company aims to connect and produce results authentically and successfully. Company sustainability typically looks at its impact on the community locally and globally, but sustainability starts with the people behind the scenes. It unites them to create a better work culture, work-life balance and contributions to customers and the world.

**Growth, Learning and Passion Engage Employees.** A 2018 Gallup study revealed 85 percent of employees function below their potential and don't feel engaged at work. Continual development and growth matter to an organization, and that includes an individual's personal development. Globally, that means most workers function on autopilot, even at home. Many factors contribute to an employee's lack of interest and contribution at work. They come to do their job and

get their paychecks, but what else? Employees don't feel inspired or motivated due to a lack of development or growth opportunities. They may not receive recognition or fair benefits and wages. It's normal to become complacent over time when exposed to the same stimuli and expectations — or lack thereof. Sustainable performance includes a human element, and its cornerstones are passion and learning. When you unite the two, you have the drive and know-how to make great progress and innovation. Leaders should strive to cultivate both within their work culture.

**Sustainable Employees Must reveals the momentous aim.** Employees should feel connected to the mission. Often the mission is a statement on the website and other corporate materials, but what does it mean to each employee? Do business strategies accurately reflect the overall mission? What are current and long-term goals of the company? How do leaders show employees how their efforts impact and achieve the mission? When teams share information and successes, it creates a culture of positivity and progress based on service and working together. Employees also know they matter on an individual level. It's easier for them to relate to each other and the company at large. Companies communicate progress through statistics and data, but a more organic approach is necessary. Find the context. Make it relevant to all teams. Communicate meaning. Do this by holding regular meetings, conducting anonymous surveys and giving employees more authority.

**Minimize or avoid Negative Work Culture.** You may think politics is one of the main part of corporate interaction and work culture. Review the course of your career and consider how much more productive and innovative your efforts may have been if you encountered less negative work culture. Perhaps the bifurcations of negative work culture were discussed and workshops conducted, but management continues to sweep negativity under the rug. How often are workers expected to suck it up and do their jobs before they burn out or feel like their company doesn't care at all? Nip negative work culture in the bud. Expect the same level of professionalism, openness, positivity and transparency from all workers — from entry level to management. Negativity is contagious, since feelings fluctuate in patterns comparable to epidemiological disease models. Even a small degree of negativity processed by the brain leads to a weakened immune system. It's better to pick your battles when faced with a negatively oriented person, but a company possesses a greater responsibility to its employees to create a positive environment. This leads to a sustainable work culture that directly impacts staff. Policies and ground rules must be expressed and carried out so employees maintain energy levels and enthusiasm directed toward the mission. Leaders shouldn't sit back — they must participate in active roles within the team as team members themselves. Building a more positive and sustainable work culture means opening up and creating opportunities for professionals to get to know each other. It means nurturing their growth and development and giving them constructive and positive feedback. Most workers don't feel engaged at their job because they lack a sustainable work culture. Its absence significantly impacts the work ethic, performance and potential of employees. When sustainable work culture is nurtured, employees arise to actively steer the company toward its mission with passion and innovation, promoting its longevity and success [6].

In conclusion, we can say that achieving absolute sustainable tourism is a very time-consuming process, and depends on so many factors. In this article it was shown and explained how to get as close as possible to sustainable tourism by influencing and nudging the staff, showing them that they are part of the big goal, they are responsible for every work done and the decision made, it is noted that it is important to understand ethical codes and social responsibility and it is indicated that managers are the initiator of the process and staff will move towards sustainable tourism.

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## ҚОНАҚ ҮЙ КӘСІПОРЫНДАРЫНЫҢ ЖІКТЕЛУІ

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Қонақүйлердің жіктелуі халықаралық және ұлттық деңгейлерде, сонымен қатар қонақ үйлер желілері, қауымдастықтар, одақтар аясында реттеледі. Әлемде қонақүйлердің бірыңғай жіктелуіне ұлттық дәстүрлер, мемлекеттер арасындағы мәдени және тарихи айырмашылықтар, сапа өлшемдері және т.б. кедергі келтіруде. ДСҰ, Еуропалық Одақтың Қонақ үй және мейрамхана индустриясы жөніндегі комитеті, Халықаралық қонақ үйлер қауымдастығы қонақүйлердің бірыңғай жіктеуі үшін енгізу әрекеттері оң нәтижеге әкелген жоқ.

Міндеттер мейлінше қиын, өйткені қонақ үйлерден басқа көптеген басқа орналастыру орындары бар (мотельдер, кемпингтер, ротелалар, ботельдер, лагерь алаңдары және т.б.).

ДСҰ қонақүйлер мен ұқсас кәсіпорындар төрт үлкен топтың біреуін құрайтын орналастыру объектілерінің стандартты жіктемесін жасады (1-сурет).



1-сурет. ДСҰ ұсынатын орналастыру құралдарын жіктеу