

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN

Л.Н.ГУМИЛЕВ АТЫНДАҒЫ ЕУАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТИ  
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



**«ҚОНАҚ ҮЙ-МЕЙРАМХАНА БИЗНЕСІНІҢ ҚАЗІРГІ ДАМУ  
ТЕНДЕНЦИЈАЛАРЫ»**

халықаралық онлайн-конференциясының

**ЕҢБЕКТЕР ЖИНАҒЫ**

12 наурыз 2020 ж.

**СБОРНИК ТРУДОВ**

международной онлайн-конференции

**«СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ ГОСТИНИЧНО-  
РЕСТОРАННОГО БИЗНЕСА»**

12 марта 2020 г.

**PROCEEDINGS**

of the international online-conference

**«MODERN TRENDS OF HOTEL AND RESTAURANT BUSINESS  
DEVELOPMENT»**

12 March 2020

Нұр-Сұлтан, Қазақстан  
Нур-Султан, Казахстан  
Nur-Sultan, Kazakhstan

УДК 005(063)  
ББК 65.050.2  
Қ 64

**Редакционная коллегия:**

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**Қ 64 Қонақ үй-мейрамхана бизнесінің қазіргі даму тенденциялары:** халықаралық онлайн-конф.еңбектер жинағы. – Нұр-Сұлтан: Л.Н. Гумилев атындағы Еуразия ұлттық университеті, 2020.

**Современные тенденции развития гостинично-ресторанного бизнеса** Сб. материалов межд. онлайн-конф. – Нур-Султан: Евразийский национальный университет им. Л.Н. Гумилева, 2020.

Proceedings of the international online-conference «**Modern trends of hotel and restaurant business developmen**» Nur-Sultan, L.N.Gumilyov Eurasian National University, 2020.

**ISBN 978-601-337-310-2**

Халықаралық онлайн конференцияның еңбек жинағында Қазақстан Республикасында және шетелде қонақ үй және мейрамхана бизнесінің дамуының өзекті тенденциялары қарастырылған.

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

The proceedings of the international online conference discuss current trends in the development of hotel and restaurant business in the Republic of Kazakhstan and abroad.

УДК 005(063)  
ББК 65.050.2  
Қ 64

**ISBN 978-601-337-310-2**

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Despite its shortcomings, this project is unique. Uniqueness lies in its combination of a medical sanatorium and recreation area, which can stay the main touristic place in Kazakhstan.

Also, this project can suggest some social programs for its location:

First of all, the opening of a sanatorium-tourist place on Lake Maraldy will reduce the unemployed not only in the Shcherbakty settlement, but also in the Pavlodar region. It is a good benefit for our country. As well as, we will provide work for people with disabilities who will also be able to develop in a certain working direction and earn money.

Secondly, we can help in increasing the welfare of the population, increasing working women and increasing the income for each family.

Thirdly, we can reduce emigration and increase immigration due to our tourist destination. Thus, we will increase the demographic number of people, which will be predominantly for our multinational country.

Fourthly, the infrastructure of the Shcherbakty district, and in particular the village of Kyzyltan, will develop. That is, it is improving the quality of roads, lighting, heat supply. Also, there will develop municipal economy.

Fifthly, this project will help in the development of small and medium-sized businesses in this village. That is, it is the construction of hotels and buildings of different designs. Moreover, local residents will learn and learn a lot about other nationalities. Tourists from abroad will be able to share their culture, their traditions, faith and other aspects of their life, which may be of interest to our residents. Thus, we can learn many things about other countries. That can change or improve the worldview of our citizens.

Moreover, the touristic center presents a variety of environmental aspects that, depending on the activity, may have a significant impact on the environment. Its users are consuming resources such as energy and water on a daily basis and generating a great deal of solid waste and effluents. This industry is example of some of the sectors that provide with more information on this issue. It discusses the main environmental impacts generated by this center and highlights the possible environmental strategies that can lead to improvements in environmental management in this particular activity. Some aspects of the environment are very obvious from our day to day lives, such as increasing traffic levels, together with the associated air pollution and loss of green belt.

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## **DEVELOPMENT OF HOTEL INDUSTRY IN KAZAKHSTAN**

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The tourism industry is one of the most profitable sectors in the world, second only to the fuel and energy and military-industrial complexes. Today, many countries are raising their GDP through tourism. Therefore, the development of tourism is one of the main goals of the development of the economy of our country.

The most dynamically developing tourism sub-industry, bringing multimillion-dollar profits on the scale of the national economies of many countries, is the hotel business. As part of the tourism, the hotel business carries a huge potential for the development of the state market. It is a system-

forming industry, creating a complex set of financial and economic relations between business entities of various directions.

#### 1. Hotel industry

An important place in the tourism industry is occupied by the hotel complex, the wide and diverse nature of which also covers elements related to it by sectors of the industry, such as food, recreation and entertainment, etc.

When exploring the hotel industry, you should pay attention to the main indicators characterizing their activities: average occupancy, profitability, the degree of depreciation of facilities, and some others. Relatively prosperous can be considered the state of the region of the Krasnodar Territory. Hospitality companies have common characteristics that determine the nature of the hospitality industry.

Accommodation is the most important element of tourism. No accommodation (overnight) - no tourism. The hotel industry is at the heart of the hospitality system. It comes from the oldest traditions inherent in almost any social formation in the history of mankind. There are tourist centers and areas that live solely due to transit tourists and sightseeing services.

Means and accommodation system - fixed assets - buildings of various types and types, specially adapted for receiving and organizing overnight stays for temporary visitors with a different level of service. The number of beds in the hotel industry is the most important indicator used to assess the potential of a tourist center or region to receive tourists. And the intensity of loading the number of rooms adequately determines the effectiveness of the local administration and tourism organizers.

Today, the hospitality industry is a powerful system of economy of a region or a tourist center and an important component of the tourism economy. The hospitality industry consists of various means of collective and individual accommodation: hotels, hotels, motels, youth hostels and hostels, apartments, tourist shelters, as well as the private sector involved in tourist accommodation.

According to the level, assortment and cost of services, hotel enterprises are divided into several types:

Cheap or limited service hotels that offer a minimum of services. At the same time, there may or may not be catering facilities with them;

luxury hotels - have luxurious decor, equipped with high-quality furniture, well-equipped public areas and should be provided with a large number of staff in relation to the number of rooms.

WTO (World Tourism Organization), depending on the consumer of hotel services in the modern hotel market, recommends allocating the following types of hotels:

The luxury hotel with 100-400 rooms is located, as a rule, in the city center and provides elite living conditions for top-level managers at a very high price.

The high-class hotel has from 400 to 2000 rooms, is located within the city and offers a wide range of services provided by trained personnel, businessmen, conference participants, individual tourists; it is equipped with expensive furniture and equipment. The price of accommodation is above average.

A mid-range hotel is aimed at a wide range of consumers, may have a different number of rooms. Seeks to use modern technology, reducing operating costs and adhering to the average price level [1].

Apart-hotel usually has from 100 to 400 rooms with conditions similar to furnished rooms. Prices vary depending on the season and accommodation conditions. It is aimed at businessmen or tourists staying for a long time.

An economy-class hotel can be small, with the number of rooms from 10 to 150. It is located in the city, has a small staff, well-equipped rooms, but does not provide catering services. Consumers are, as a rule, businessmen, individual tourists.

Motel - designed for tourists traveling by car. It can have from 150 to 400 rooms, is located near highways, has a small staff and suggests low prices with modern well-equipped rooms. No catering services.

The resort hotel can have from 100 to 500 rooms, it is usually remote from the city and is located near reservoirs, in picturesque places; It offers a full range of services, has many sports facilities, playgrounds; prices are above average, targeted at different categories of tourists.

Timeshare - from 50 to 250 rooms, separate buildings are possible. It has apartment-type rooms and conditions similar to resort hotels. Separate apartments are sold to individual owners; however, the full ownership is controlled by the management company. The price of a timeshare depends on the characteristics of the season, as well as the time of stay. Living in less attractive periods of time costs significantly less than during the high season. The owner of the room has the opportunity to use the property for a certain time, in proportion to the contribution made. Usually, "property" is acquired for a period of 10 years until unlimited use. Usage times are measured in weeks. The owner can relax in the purchased apartment in "their" weeks or exchange a place of rest for a similar one within the "acquired season"[2].

What is the hotel market? During the study, both demand and supply in the hotel services market were studied.

An analysis of the demand for accommodation services shows that there continues to be a lack of affordable, good-quality hotels. Those. the main problem that consumers of hotel services are facing is the lack of large cheap hotels and guest houses of a class from "one star" to "three stars" with low prices and quality services. This niche in the hotel services market is free. There are also completely no youth hostels, hostels, which are very popular abroad.

In turn, hotel facilities often face the problem of low occupancy. The full load of hotels is mainly due to various official, cultural and sports events, which, unfortunately, do not happen so often. Therefore, inbound tourism remains the main "supplier" of guests for hotel enterprises, but it is also not up to the mark and few tourists are still coming to us [3].

## 2. Trends in the development of the hotel business in Kazakhstan

In accordance with the approved Strategic Plan for the Development of the Republic of Kazakhstan until 2020, by 2020 Kazakhstan will already be among the fifty most competitive countries in the world with a favorable business climate, which will allow attracting significant foreign investment in non-resource sectors of the country's economy. Particular importance will be attached to the further development of the capital of Kazakhstan - Astana. In accordance with the approved Strategic Plan for the Sustainable Development of Astana until 2030, the main task is to create the capital of Kazakhstan as a city with a competitive economy, attractive to citizens of the country and tourists, with a favorable environment [4].

According to the Pareto hypothesis, 20% of goods give the company 80% of the total turnover. In this case, it is possible to rank cities and regions that make up the "main" 20% of the hotel business in Kazakhstan, according to available indicators. The first four leaders are concentrated cities and regions that occupy leading positions in the ranking and cover from 50-60% of the number of rooms in the Republic of Kazakhstan, then from 20-30% are Akmola, Almaty, Mangistau, Pavlodar and Atyrau regions. The smallest percentage is correspondingly in other areas. From our analysis it follows that based on the available statistical data, it is possible to classify and rank cities and regions according to the development of indicators of hotel enterprises in the Republic of Kazakhstan.

The problem of ensuring sustainable economic development of tourism in Kazakhstan is closely related to the search for optimal ways to maximize its potential opportunities and the increase in the number of enterprises involved in the provision of tourism services, as well as accommodation services. Prediction of the growth of subjects by 2030 showed that the average annual growth of these indicators should reach 15%, with an increase in the stay of travelers by 15% and an annual increase in the provision of tourist services by more than 30 million tenge [5].

The main development potential of modern hotel enterprises depends on the level of management. Neither the development and implementation of an effective strategy, nor successful organizational changes in a hotel are possible if it does not have an effective management mechanism and high-performance indicators are unattainable without the formation of a holistic management system that meets the highest requirements of hospitality management.

Increasing the efficiency of hotel business management in the Republic of Kazakhstan, strengthening the position of the level of development of hotel enterprises, improving the system of state regulation of hotel business, the markets for the formation of hotel services contributes to the further growth of the tourism industry.

Conclusion:

Hotels need cooperation with other market participants in the development of event tourism. Domestic hotels should pay attention to the development of marketing programs to encourage regular guests and regular partners - tour operators, corporate clients. Undoubtedly, the weak side of the hotel business management is the low quality of the services provided, high staff turnover, poor planning of the enterprise, lack of high-quality long-term development programs and strategies, and a weak corporate culture of the companies. In modern conditions of the hotel business development, it implies the widespread use of the latest technologies, both in the field of introducing new hotel services, as well as new ways of promotion. It is clear that the introduction of innovative technologies has become an integral condition for increasing the competitiveness of a hotel company and improving the quality of service.

Today, the hotel industry uses quite a lot of the latest computer technologies: global computer reservation systems, integrated communication networks, multimedia systems, Smart Cards, management information systems, etc. In the Kazakhstan market, such global reservation systems as Amadeus, Galileo, Wordspan.

The greatest influence of modern computer technology has on the promotion of a hotel product. Thus, in the field of advertising, direct distribution of hotel information by e-mail and the creation of their own websites on the Internet has become widespread.

One of the main directions of innovative technologies in the hotel business is the introduction of multimedia technologies, in particular reference books, booklets, catalogs. The use of multimedia technologies makes it possible to quickly provide potential guests with information about the hotel and, thus, allows you to quickly and accurately select the hotel product that the guest needs.

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## ОТАНДЫҚ ҚОНАҚ ҮЙ ИНДУСТРИЯСЫНЫҢ ДАМУЫ

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Бүгінгі таңда туризм және қонақ үй индустриясы өте қарқынды дамып келе жатқан және де, экономиканың маңызды салаларының бірі болып есептеледі. Туризмнің дамуымен қатар туристердің саны да артып, қонақ үй сервисінің негізгі компоненті оның инфрақұрылымының дамуына да өз әсерін тигізіп отыр.