

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

Л.Н.ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



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

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

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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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которая сделала путешественников настоящими победителями благодаря потоку инноваций[3].

6. Общая экономика

Из-за совместного использования экономики люди теперь арендуют напрямую у других. Одноранговые сети изменили индустрию гостеприимства, поскольку оказали большее давление на гостиницы и пансионаты. Такие компании, как Airbnb, меняют подходы к обслуживанию путешественников в индустрии гостеприимства[3].

Подводя итог хотелось бы отметить, что у использования новых технологий в гостиничной индустрии, как и у монеты, есть две стороны. С одной стороны, инновации и новые технологии в большинстве случаев действительно облегчают работу гостиничных предприятий, решая проблему коммуникации и связи между службами и департаментами отеля. Модернизация гостиниц способствует повышению интереса у туристов, тем самым увеличивая спрос на услуги предприятия. А также она делает отдых туриста более привлекательным и комфортабельным.

А с другой стороны, человечеству давно известно о негативном воздействии радиоволн исходящих от используемых нами гаджетов. Тем самым каждый день увеличивается риск появления у людей различных заболеваний. Люди приезжают в отели с одной неизменной целью – отдохнуть и восстановить свои силы, однако под впечатлением от удивительных устройств и роботов, наводняющих отель, люди забывают тот факт, что всё это те же самые электронные устройства, от которых они так стремились отдохнуть.

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DEVELOPMENT OF MARALDY LAKE AS A TOURIST ZONE AND ECONOMIC PROJECT

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Abstract: The relevance of this topic lies in its combining in itself a tourist place with therapeutic procedures. As we know, many of us often try to rest in hot countries only because of the sea or the ocean. Since in Kazakhstan we do not have either, we decided to open such a unique place that could replace this factor.

Key words: Maraldy lake, tourism, competitive advantages and disadvantages, swot analysis, recreation, silt mud and salt brine

Today, many developed countries are developing tourism in various fields, in different ways. Not only at the level of financing, but also in the minds and hearts of the people. Based on these types of assessments, Kazakhstan is also developing its tourism industry. And for this we have enough tourist places in which it is possible to develop a different kind of tourism. The one of them is Maraldy lake, which is located in the Pavlodar region in the Shcherbakty district. This lake is salty and curative for the human body. The lake contains highly mineralized silt mud and salt brine, which gives a powerful healing effect for diseases of the musculoskeletal system, peripheral nervous system, urological diseases and many other related diseases, gastrointestinal diseases, respiratory diseases,

diabetes mild, moderate severity, skin diseases and many others. But, this place can be turned into a sanatorium-tourist place, that is, there will be different kinds of entertainment for different ages of people and medical procedures. The development of tourism in this region will help reduce unemployment in our country, improve the economy of the country, we can also raise the social position of the population and make every effort to develop the tourism sector of our country. The project is very useful for the country and the Pavlodar region, and it can attract new investors from foreign countries, like Russia. As we know, Pavlodar region borders on this country therefore, we can focus not only on visiting our residents, but also on the inhabitants of Russia. Sanatorium and tourist place will be very affordable and comfortable for recreation with family, friends or just for one person. The necessity of that kind of places can be a reason for governmental support.

Maraldy is very rich in deposits of blue and black mud, which, according to experts, can get rid of various ailments, including joint diseases. In addition, the local mud is believed to have a cosmetic and rejuvenating effect. Therefore, ladies smear them, not stingy. Strong sex also does not lag behind, only everyone has their own goals. And then in this form they photograph each other for memory[1].

The area around Lake Maraldy could become a resort-sanatorium zone of international level. And, the main idea is to find a right way to implement Maraldy Lake into resort-sanatorium place with a different opportunities and conditions.

In order to achieve the set goals and answer research questions we must create a plan for its development and set certain tasks:

1. First, we need to explore the tourist area and the coast of the Lake itself. Draw a plan of the earth, in which dangerous and safe places will be clearly expressed for the construction of the hotel and the location of people in the area. And, we should investigate Lake Maraldy itself, which creatures can be in it and how safe they are.

2. Describe the problems that can arise in the construction of a tourist place and what is at this time a problem for its development after construction. And what measures can be taken to eliminate these problems.

3. Identify which government programs can provide assistance for business projects. Moreover, find out ways to attract investors to our project. Find out what product and what quality they are interested in.

4. Identify our competitors, their product, their strengths, weaknesses, and the number of tourists they visit. These data can help us in choosing a certain direction in the sphere of sanatorium and tourism.

5. In addition, learn about new technologies in the medical field that we could use in a sanatorium. How they are useful, popular and attract people.

6. As well as, consider the opportunities for work all year round. And find out all the necessary things for this.

The rise of the Maraldy Lake problem is made not only at the national level, but also at the international level, to bring greater benefits to human health and, moreover, to increase its tourism value. Therefore, nowadays, the main task of this project is to provide a high level of coastal Lake Maraldy. In our opinion, the conversion of such a sacred region into a tourist center will bring our own tourism sphere to the highest peak.

With the basic tendency, sanatorium-touristic places are accessible prices for treatment and rest for health resorts and health services. Which is a really good factor to attract people. In addition, at the end of the season, sanatorium-resort services have been focusing on trends in shorter times, compared with standard, seasonal sanatorium-resort treatments. It was well worth it, to be honest, to take care of the lepers, and to increase the weight of the service. It is a good motivation to realize our project [2].

To implement this project, first of all, it is necessary to check the lake, to make sure that the area is suitable for tourism, and to project all the new ideas arising out of the project and consult with experts in the field of tourism.

If the tourism industry and the head of state support it, then we can get funding from the state and fulfill our plan. If this kind of tourism landscapes help, considering the current situation, the project has a great future. And in the future, we can create new competing companies, which will further improve the situation of domestic tourism. That is why, we should be more competitive.

Competitive advantages:

One of the main advantages of this touristic place is salty water. Since there is no sea in Kazakhstan, a salty lake is a good alternative to the sea, and what is more, it is much cheaper than traveling abroad. Also, good advantage is that it is an innovative recreation method, which includes treatment and relaxation, in addition, everything is arranged at the highest, international level. Very interesting entertainment program for adults and children, a unique salt mine, treatment procedures.

Disadvantages:

The main disadvantage is that the tourist center is located in the Pavlodar region, which is the north of Kazakhstan, and this indicates an unstable, harsh climate. Cold, frosty winter is a major drawback, because at this time the lake will not be able to function for bathing. Just a drawback is a bad road to the lake, but with the development of the project we want to eliminate this defect and build a new road.

Table 1

SWOT analysis of the touristic place

<p>S (strengths)- Lake Maraldy is salty, which makes it possible not to travel on the sea, but to relax in our place. This touristic center suitable for people of different ages and also nationalities. There will be trained employees in order to have high service. Our center will provide staff with knowing common languages. Moreover, touristic place will provide variety of programs and entertainment venues. The tourist zone is suitable for all ages and it is not only a recreation area, also, it is a place of health procedures.</p>	<p>W (weaknesses)- It is located near the “Moyldy” sanatorium which can be competitor for us. Competitors can offer similar services and programs. Limited start-up costs. Arising problems between local people and visitors. Budget constraints Pollution of nature by visitors Infrastructure issues with respect to transport Low support from government Low Corporation</p>
<p>O (opportunities)- Opportunity to bring a support from the government and their programs (Damu, Atameken). Increased co-operation and partnering with tour agencies and governmental organizations. Touristic center will search new possibilities, exclusive ones and opportunity to utilize a modern technologies and in order to improve health of people. Can be promoted touristic center, which bring benefits. Good location with environment, creating first modern infrastructure, new housing developments, additional improving program, working on the plan, giving attention to the project and comprehensive work under leadership, Inviting qualified professionals from abroad. Potential to develop tourism.</p>	<p>T(threats)- First of all, there is a risk that the state treasury will not be able to finance the mortgaged proceeds and the local budget, and will not be able to collect the funds from the local budget. Secondly, there is a risk of not finding the right specialists, personnel, urban doctors and good partner organizations. Thirdly, while building a tourist center, cannot be guaranteed the revival of domestic tourism. Vandalism, terrorism Political instability. High investments required to meet the needs of population. Increasing dissatisfaction.</p>

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-