



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»
XIII Халықаралық ғылыми конференциясы

СБОРНИК МАТЕРИАЛОВ

XIII Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2018»

The XIII International Scientific Conference
for Students and Young Scientists
«SCIENCE AND EDUCATION - 2018»



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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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MODERN STATUS AND PERSPECTIVES OF AVTOTURISM DEVELOPMENT**Kussainova A.D.**Lotos.0904@mail.ru

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In the paper, the current state and prospects of the development of car tourism in the Republic of Kazakhstan are shown, and it is shown that the development of auto tourism positively affects the economy of the country. The actual preconditions are presented and the basic factors that make the development of autotourism in the Republic of Kazakhstan come true. It is shown that the main direction of the development of car tourism is the creation of automobile touristic clusters on favorable territories.

On the contemporary stage of the development of Kazakhstan, unfortunately, it does not belong to a group of countries with a highly developed tourism industry. Sociological research, an analysis of the modern and prognosis of proactive needs in the recreation activity, show the growth of the mass relaxation of the population of the country in the middle of the world.

At the same time in Kazakhstan there is a significant amount of tourist resources for the successful development of outgoing and internal tourism. Natural territories with their different degree of relief forests, meadows, rivers, clean air constitute the "basic fund" of the recreation service. And the more the activity of the various recreation forms increases (in part, in the autotourism), the more certain are the needs for the improvement of such services. However, the spontaneous formation of self-centered automatism brings harm to the preservation of the surrounding medium. Therefore, the actual objective was not only to protect valuable representatives of flora and fauna, but also to protect picturesque, inimitable landscape complexes.

The conditions for visiting cultural and nature sites and other tourist resources in the regions are the decisive factor for their choice of tourists. At the same time, the prudential strategy of using and representing tourist facilities makes it possible to ensure the importance and competitiveness of the region on a touristic market. In a self-explanatory automatism, a traveler does not have enough full information for selecting tourist objects and postponing the rationality of their visit

The experience of leading countries in the field of one of the most cost-effective and rational investment investments in the development of the tourism industry is autotourism. The development of autotourism in Kazakhstan can significantly change the situation with the pace of creation of internal and inbound tourism in our country, increase the volume of services in the tourist sector and. as a consequence, increase occupancy of the population in the tourist industry. Also, the autotourism will be especially popular in such kinds of tourism as ecologically or rurally, fishing, hunting, etc.

Under car tourism is visited by tourists on a personal car of cities, culturally-historical and great landmarks of the regions, leaving for graves, skiing, fishing, hunting and just walking.

Automobile tourism has the following advantages in comparison with other types of tourism. In the first place, it is not obligatory for the plane to plan the date of departure to buy tickets for an airplane or a train. Secondly, traveling on a car is economically more profitable and more interesting. In addition to the above, it is interesting that it is not possible to anticipate the more difficultly chosen route, but to correct it in the process of travel.

Our country has a great potential in the region of the development of automotive tourism. The total extent of the Kazakhstan roads is 96 thousand km. According to this indicator, we excel almost all European countries, in addition to France, and take the 7th place in the whole world [1]

The development of car tourism in the USSR was slow (in comparison with the United States and Europe). In the fifties of the last century, attempts were made to organize a police car accident

for the population, but it was not crowned with success. In 1970, in connection with the appearance of the factory AvtoVAZ, the automobile tourism acquired a mass character. Automobile tourism in the SSSP was mostly internal (only from the 90th head of the twentieth century the citizens of Kazakhstan were traveling for the purposes of the country). However, statistics for the last 5 years shows that the annual growth of interest in traveling by car to Kazakhstan is about 10%. The most popular travels of Kazakhstan avtotourists are the city of Pavlodar region -Zhasibay, Shchuchinsk-BorovoeZona, Balkhash, and Alakol.

Nevertheless, car traffic at the moment only takes 1% in the structure of the internal Kazakhstan tourist stream.

The actuality of the development of car tourism in our country is determined by the following conditions [2]:

- a change in the way of life for the majority of the population of the country, which leads to the everyday mass use of personal cars;
- the growth of annual sales of cars, which in the nearest years will consist of more than three million units;
- level of security of personal vehicles of population, reaching at the present time for different regions of the country of one car for 2.5 ... 3 inhabitants;
- the increase in the number of people traveling on their own cars;
- an obvious retreat and quantitatively in qualitative terms from the current requirements of the existing infrastructure of the service zones in the auto tourism;
- the availability of tourist and recreation autotourist clusters to the main structural elements in the implementation of the federal target program "Development of internal and incoming tourism in the Republic of Kazakhstan (2011-2018)";

Strong sides / advantages:

- significant potential of the entrance to the Türkic stream;
- significant natural and ecological, historical and cultural and recreational potential;
- tendencies to re-orient turistic operators on the internal market;
- the growth of volume in the Kazakhstan of the inland turistic stream;
- positive tendencies in the development of "holiday weekend", "agressure of tourism", "ecological turoism", "eventual tropism";
- Expected exchange in Kazakhstan;
- the presence of special economic zones, on the territories of which a special mode of entrepreneurial activity operates;
- development of information resources.

Slack sides / shortcomings:

- a low level of development of the spatial infrastructural structure, the entrenchment of places of accommodation;
- low quality of the technical service and high prices for accommodation;
- the lack of support from the state's governments, weakening the support on the regional level;
- low quality and density of roads in many regions;
- the absence of strong branches of structures (unions, associations, clubs);
- pobeli in normative-legal supply;
- the lack of uniform standards and standards for the creation of a camping infostructure;
- low level of safety

Opportunities / Potential:

- attracting investors and the development of infrastructure;
- development of apendas and leasing;
- support of the field on the state and regional levels;
- the growth of internal and inbound tourism;
- development of national parks;
- development of terptories with zapretaminastratsionnoystrastitelstvo;
- development of information resources;
- the emergence of sectoral associations.

A threat/risks:

- spontaneous unregulated development of the field;
- preservation of the dispatch between the price and quality of services;
- absence of attention to the region from the sides of regional power;
- preservation of import customs duties;
- Decrease in living standards

Picture 1. SWOT-analysis of the development of the Auto tourism in the Republic of Kazakhstan [3]

The main direction of the development of automobile tourism in the Republic of Kazakhstan, on our eyes, is the creation of these terrains of car rental companies, which will include parking for cars, camping and motels, restaurants and cafes, auto-service enterprises and auto service complexes, shopping malls, etc. such a network construction will create a convenient base for the organization of the automatist's trains on the routes of their mass transfer and will ensure a single high standard of the service[4].

The creation of automobile tourist clusters will also allow:

- to increase the investment attractiveness of the regions;
- create additional work places;
- increase budget revenues;
- Provide the tourists with quality and safe services.

In the conclusion it can be said that in the Republic of Kazakhstan there are all the preconditions for the active development of automobile traffic.

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THE CONDUCTING HUMAN RESOURCES MANAGEMENT SYSTEM FOR THE HOSPITALITY INDUSTRY

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In the hospitality industry, different companies operate, but it is the hotel service that largely represents the image of the country. To attract new guests, to increase the number of regular visitors, the HR management system is called for.

In the field of hospitality, a great deal depends on the work of the staff -quality of service, customer satisfaction, reputation, status and, of course, profit. The success of the world's leading hotels in ensuring the high quality of their rapid recovery, reducing the cost of providing services and integrating the efforts of staff are due to the fact that they have created highly effective personnel management systems.

The staff in the tourist industry and hospitality is an important part of the end product, one of the main resources of the organization's competitive advantages, and consequently, the quality of service in organizations depends on the skill and consciousness of employees. Effective management of people turns into one of the most important functions of the organization of tourist and hotel business - in the function of personnel management.