



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»



12th April 2018, Astana

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**Студенттер мен жас ғалымдардың
«Ғылым және білім - 2018»
атты XIII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ**

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XIII Международной научной конференции
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**PROCEEDINGS
of the XIII International Scientific Conference
for students and young scholars
«Science and education - 2018»**

2018 жыл 12 сәуір

Астана

УДК 378

ББК 74.58

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«Ғылым және білім – 2018» атты студенттер мен жас ғалымдардың XIII Халықаралық ғылыми конференциясы = XIII Международная научная конференция студентов и молодых ученых «Наука и образование - 2018» = The XIII International Scientific Conference for students and young scholars «Science and education - 2018». – Астана: <http://www.enu.kz/ru/nauka/nauka-i-obrazovanie/>, 2018. – 7513 стр. (қазақша, орысша, ағылшынша).

ISBN 978-9965-31-997-6

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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.

УДК 378

ББК 74.58

ISBN 978-9965-31-997-6

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ұлттық университеті, 2018

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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UDC 338.48

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.

HR management of the organization is a purposeful activity of the management of the organization, managers and specialists of the HR department. It includes the development of the concept and strategy of personnel policy, principles and methods of personnel management [1].

The model hotel is characterized by the presence of a strategic planning system, the desire of management to improve the quality of services, high standards of service, a system for monitoring the provision of services, a system for satisfying guests' complaints.

Part of the corporate culture was the system of the General Quality Management (TQM), focused on satisfying customers' requests.

The basis of TQM lies in the following principles:

- orientation to the consumer. It is necessary to understand the current and future needs of its consumers, fulfill their requirements and strive to exceed their expectations;
- Leadership of the head. Leaders ensure the unity of the purpose and direction of the organization;
- Involvement of employees. The full involvement of the laborers enables the organization to profitably use their abilities;
- Approach to the quality system as a process. The desired result is achieved more quickly when activity and related resources are managed as a process;
- A systematic approach to management. Management of interrelated processes as systems contribute to increasing the effectiveness and effectiveness of the organization in achieving its goals;
- Continuous improvement of the organization's activities, which as a whole should be regarded as its unchanging goal [2].

The management of the staff of a modern hotel includes the planning of the need for personnel, the selection and selection of personnel, the evaluation of the performance of labor, the creation of a system of motivation, training, staff development, and career development. Various methods can be used to evaluate the effectiveness of the HR department: the calculation of coefficients, scoring, questioning.

The personnel management system needs high-quality support for efficient work. Allocate

- ✓ Staffing;
- ✓ Technical;
- ✓ Informatic;
- ✓ Legal support for personnel management [3].

Staffing

Efficiently to solve numerous and various tasks of personnel management can only well-trained personnel. This is, firstly, employees of the staff service, and secondly, managers of different levels, directly implementing managerial functions in working with their subordinates. Employees of the personnel service should have qualifications in the field of personnel management, labor economics, labor law.

Technical support

To quickly solve the problems of personnel management and information processing, modern technical equipment is needed. The personnel service needs a sufficient number of personal computers to collect and process information on personnel, store databases, prepare personnel documentation. On the computers of the personnel service, appropriate software must be installed. In addition to the usual programs like Word, Excel, used in the work, there are also specialized ones. For example, on the "1C" platform, software "1C. Personnel", which significantly optimizes the work of personnel in the HR department.

Information Support

For effective personnel management, it is necessary to have reliable, complete, operatively changing information about employees of the organization. Information should be provided in a simple and visual form, be comparable and consistent, unambiguous for understanding.

Information on personnel services includes data on the permanent composition and structure of personnel, staff turnover, loss of working hours for various reasons, wages and social benefits.

Legal support

The legal provision of a personnel management system is understood as the use and development of legal impact tools for employees and employers. Legal support solves two main tasks: protection of rights and legitimate interests of the parties to labor relations, provided by law; legal regulation of labor relations. Legal provision of the personnel management system implies strict observance and enforcement of the current legislation; development, approval and modification of local regulations.

Personnel management system is one of the subsystems of management of the organization as a whole and the purpose of its functioning should correspond to the general goals of the organization. At the same time, the purpose of the personnel management system is to use personnel as a resource of the organization in such a way as to ensure the best achievement of its goals. Elements of the personnel management system are also different in each organization, however in the most general form they include the following:

1. Search and recruitment (staffing).
2. Adaptation of staff.
3. Evaluation and certification of personnel.
4. Motivation and incentives for staff (this includes wages as a form of staff motivation).
5. Training and development of personnel.

The importance of staff and the system of personnel management in the hotel is conditioned by the fact that hotels belong to the service sector, and therefore the hotel staff has a direct impact on the quality of the services provided, on the client's impressions of staying at the hotel. In this regard, it is extremely important for the hotel to make the most efficient use of the existing human resources potential in terms of the quantity and quality of labor resources.

The peculiarities of the personnel management system in the hotel are:

- 1) the increased importance of such elements of the personnel managementsystem as incentives and motivation, training and development of personnel, as well as building a strong corporate culture:
- 2) the necessary element of personnel management is the rigid observance of subordination;
- 3) an important role in the formation of quality of service is played by the receptionist (or administrators).

For hotels an extremely important element of the personnel management system is a system of motivation that includes both tangible and intangible incentive methods. The material incentive methods should be stimulated in the context of structural divisions and the specifics of the functions performed by them, while the main goal of non-material incentive methods is to create a single team, build a strong corporate culture of the hotel.

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