

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

Редакционная коллегия:

Декан Экономического факультета д.э.н., профессор Макыш С.Б.,
Заведующий кафедрой «Туризм» к.э.н., доцент Дуйсембаев А.А.
к.э.н., доцент кафедры «Туризм» Муталиева Л.М.

Ответственная за НИР кафедры «Туризм» к.э.н., доцент Мусина К.П.

Старший преподаватель кафедры «Туризм», Магистр международного бизнеса в гостиничном, курортном и спа управлении Асемжар Н.Д.

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

© Л.Н.Гумилев атындағы Еуразия ұлттық университеті, 2020

© Евразийский Национальный университет им. Л.Н. Гумилева, 2020

© L.N. Gumilyov Eurasian National University, 2020

3 Доля затраченных средств путешественниками по всему миру [Электронный ресурс]. – [https:// http://www2.unwto.org/members/states](https://http://www2.unwto.org/members/states)

4 Suresh Kumar, Ashish Dahiya, Mohinder Chand Dhiman, International Tourism and Hospitality in the Digital Age. – 2015. – P. 327.

5 Jiuguang Feng, Wei Wang, Sacha Stocklin, Educational Strategies for the Next Generation of Leaders in Hotel Management. – 2015. – P. 399.

6 Pérez A. & del Bosque I. «Sustainable Development and Stakeholders: A Renew Proposal for the Implementation and Measurement of Sustainability in Hospitality Companies» // Knowledge & Process Management, Business Source Corporate, EBSCOhost. – № 21-3, – 198-205 p.

TRENDS IN THE DEVELOPMENT OF THE RESTAURANT BUSINESS IN KAZAKHSTAN

Armanova S.B.

L.N. Gumilyov Eurasian National University, Nur-Sultan,
Republic of Kazakhstan
E-mail: sabinocka98@mail.ru

The modern restaurant business in Kazakhstan is represented by a wide variety of types of establishments: these are classic fast food, fast-food restaurants; restaurants of free flow ("free movement"), where they themselves choose different types of dishes; "Replicated" restaurants are middle-class establishments with high quality traditional cuisine that use fresh semi-finished products and freshly baked pastries of their own preparation. They are distinguished by a good level of service by waiters, various additional services, for example, free parking, landline phone, fresh press, take-away food; author's restaurants, where a high level of cuisine, service and prices is focused on regular customers.

But, despite such a great variety, today one of the main trends is the trend of interaction between elite restaurants and democratic cafes with a cozy atmosphere and low prices. These institutions are ultimately designed for the middle class [1]. Especially popular are national cuisines.

Italian cuisine today occupies a leading position in the world. In Astana, oriental cuisine comes first, followed by Italian, Korean, French and Chinese. The president of the association noted that many other Kazakhstan cities, unfortunately, cannot boast restaurants with pronounced national traditions. As a rule, these are restaurants with mixed cuisine.

Particular attention is paid to the development of service in the restaurant business, management. Service and atmosphere are the most important factor that is decisive for the visitor. The atmosphere determines everything, and if it is not in a particular institution, the client will no longer return there. Every little thing in the restaurant should be thought out, there should be coherence in the entire work of the institution.

Table setting also plays a very important role in the restaurant service. But today its minimization is observed, but this is a temporary trend. As for the dishes, then there is its own fashion. Now special preference is given to white dishes. This is due to the fact that it is on it that the chef can give scope to his imagination and creativity in the form of various dish decorations. Styling dishes for the general surroundings of the institution is another important detail that makes the restaurant unique, unlike any other.

In general, today in the development of the restaurant business in Kazakhstan there are also traced trends such as a commitment to healthy eating, an expansion of the assortment, the development of the concept of quick service, convenience for family visits, and the development of "replicated" restaurants. The advantages of working in a network format are also obvious [2].

I would like to believe that current trends will not pass by our restaurants and cafes, and our restaurateurs, at last, will take into account the experience of their colleagues from the capital. And the wind of changes will bring us white plates, a welcoming smile from the waiters, and the guests, in turn, will only have to choose where to spend their evening.

However, the reserves inherent in small business are not fully utilized. Such a promising form of long-term rental of equipment, vehicles and other types of property for small enterprises, such as leasing, requires wider distribution. The method of contractual cooperation of small enterprises with firms providing them with the right to conduct business using their own brand (franchising) is insufficiently applied. Individual and family forms of small business and prospects for their development require study and evaluation of effectiveness.

The range of services provided at catering facilities was expanding, including business lunches, entertainment for children, hours of fortune (50% discount on all drinks), the organization of training in culinary skills, expert advice on table setting, takeaway dishes and many other various services.

Problems and prospects of the development of restaurant activity.

In modern society, a restaurant has ceased to be a luxury for the middle class, as it was, say, a couple of decades ago. Stereotypes and perceptions that the restaurant is a leisure of the party nomenclature and prosperous elite have disappeared. The institution of the restaurant itself has become an integral part of our life, and plays an important social role in society.

Today the restaurant market is developing rapidly. Restaurants, cafes, bars and other catering outlets open almost every week. One of the reasons for the rapid growth is the emergence of new shopping and entertainment centers. The construction boom continues. This cannot but affect the restaurant market. There are certain statistics, including world ones. The boom of large supermarkets in the region begins when the average income of the population exceeds \$ 300, fast food enterprises - \$ 400. The boom of opening chain restaurants of a democratic level occurs when the average income of the population exceeds \$ 500. The situation with the development of restaurants regarding the exit of large players should change with increasing income levels.

The situation in each region is specific. Talking about trends in the restaurant market is definitely not possible. But, if we consider how this market developed in Moscow, we can say the following: in Astana at the moment there are many different specializations in the restaurant business: along with pancake, confectionery and pizzerias (the latter are especially numerous in Moscow), karaoke bars and karaoke clubs. It is very popular now in the capital. The specialization of such establishments implies the presence of several rooms with karaoke equipment and night operation.

In principle, a much more priority aspect in choosing one or another venue for spending free time is not only and not so much the quality and variety of the menu, but the atmosphere 'of the venue, service and additional options (sporting events, fashion shows, singing opportunities or dance, participate in competitions, children's events, use of wireless Internet, etc.)[3].

The future is for democratic restaurants and cafes that do not belong to large chains, but use the same features of network technologies in their establishments, as they are more flexible and responsive to the needs and expectations of visitors to their hometown. The author of the course work, believes that small enterprises are more attractive and designed for the middle class of consumers, which characterizes a large flow of people. It is no secret that one of the most acute problems of the restaurant business today is the problem of personnel. To avoid it, you should pay a good salary, upgrade your career ladder, and also hire highly qualified personnel.

References:

1. Mumrikova G.M., Miropolsky Y. I., Volkova I.V. / "Development of the restaurant business" / Moscow / 2002 – 270p.
2. Denisov D.I. Super-profitable fast food: how to succeed in this business. - M.: Vershina, 2008.—192p.
3. Papiryan G.A. Management in the hospitality industry: (hotels and restaurants): textbook / Papiryan G.A., 2000. – 207p.