

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



ЖАС ҒАЛЫМДАР КЕҢЕСІ



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2016» атты
XI Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ
XI Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2016»

PROCEEDINGS
of the XI International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2016»

2016 жыл 14 сәуір
Астана

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

**Студенттер мен жас ғалымдардың
«Ғылым және білім - 2016»
атты XI Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ
XI Международной научной конференции
студентов и молодых ученых
«Наука и образование - 2016»**

**PROCEEDINGS
of the XI International Scientific Conference
for students and young scholars
«Science and education - 2016»**

2016 жыл 14 сәуір

Астана

ӘӨЖ 001:37(063)

КБЖ 72:74

Ғ 96

Ғ96 «Ғылым және білім – 2016» атты студенттер мен жас ғалымдардың XI Халық. ғыл. конф. = XI Межд. науч. конф. студентов и молодых ученых «Наука и образование - 2016» = The XI International Scientific Conference for students and young scholars «Science and education - 2016» . – Астана: [http://www.enu.kz/ru/nauka/ nauka-i-obrazovanie/](http://www.enu.kz/ru/nauka/nauka-i-obrazovanie/), 2016. – б. (қазақша, орысша, ағылшынша).

ISBN 978-9965-31-764-4

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.

ӘӨЖ 001:37(063)

КБЖ 72:74

ISBN 978-9965-31-764-4

©Л.Н. Гумилев атындағы Еуразия
ұлттық университеті, 2016

6. Decree of the Republic of Kazakhstan dated February 28, 2013 №192 «On approval of the Concept of development of the tourism industry of the Republic of Kazakhstan till 2020".

UDC 338.467.5

ANALYSIS OF DEVELOPMENT OF HOTEL BUSINESS AND QUALITY OF SERVICES IN KAZAKHSTAN

Assylkhanova A.Zh.

aigerim.assylkhanova@gmail.com

Student of L.N.Gumilyov Eurasian National University, Astana

Supervisor – Kuzar Zh.N.

In present days, the hotel business is the fastest growing sector of the economy and brings millions of revenue around the world. The number of hotels in our country increases from year to year. Increase in number of hotels intensifying competition and improving the quality of services provided.

The production and consumption of hotel services play a critical role among quality issues. Without quality service, the company is not able to achieve its main objectives. The history of the development of various hotel companies and chains tend to show that the profit is the result of quality. Purposes of the hotel are providing and maintaining the quality of service at the appropriate level, the timely elimination of deficiencies in the provision of services, the development of strategies to improve service. Studies show that the main reason, if the customer honors his visit to the company once the service or not, is provided service good or bad. For the first time, you can attract visitor by good advertising, rich interior and varied menu, but the second time he comes if the work of the professional staff and high quality service obtained earlier were suitable.

The hotel sector is stated on the next level after office and retail sectors of commercial real estate. [1] Business hotel investors and developers are not interested in the project and justification of the cost of a long period of time specifics. But in the last few years, the flow of foreigners to the country has increased. In this regard, a modern hotel complex in Kazakhstan sector is developing. Foreign and domestic investors started to invest finances into the development of the hospitality of the country. Most of the tourists come to Kazakhstan for congresses and business tourism. According to this fact, government focusing on the development of the business and administrative centers in Kazakhstan.[2] 80% of the total number of tourists visiting Kazakhstan accounted for a business guests. Following diagram shows the percentage of tourists from came to the country in 2014, according to statistics of statistic agency of Kazakhstan. (Figure 1)

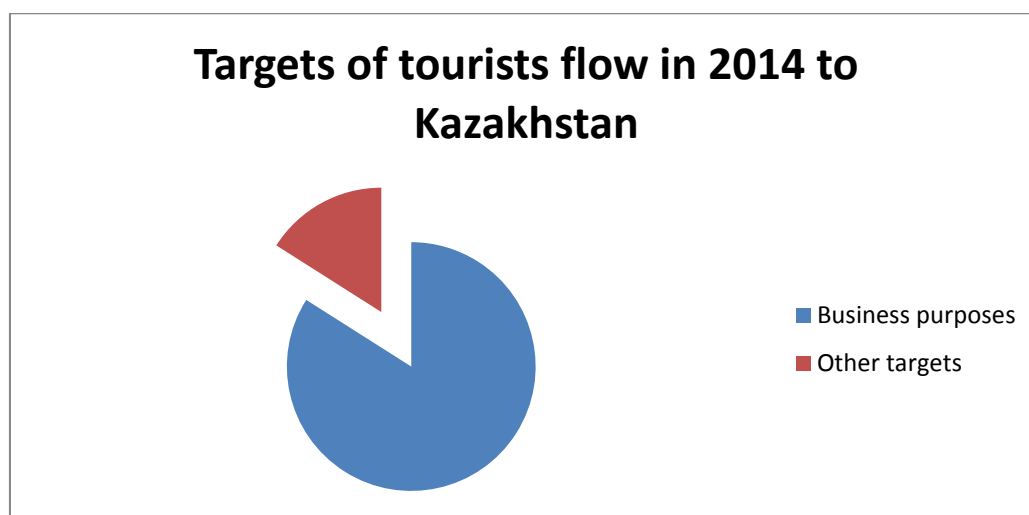


Figure 1 - The purposes of tourists visited Kazakhstan in 2014.

If we look closer at the number of tourists coming to the country from foreign countries for business and professional purposes, it is sharply bigger than the other targets. In this case, the problem of increasing the quantity and quality of business hotels requests the attention. Sustainable development of the hotel business will have a great contribution to the strengthening the country's economy. Does not matter what is the purpose of visiting Kazakhstan, providing the best services will definitely bring revenue to our economy and counted as a good source of income at all. Moreover, following graph demonstrates the review of providing housing for foreign tourists for last five years. [3] (Figure 2)

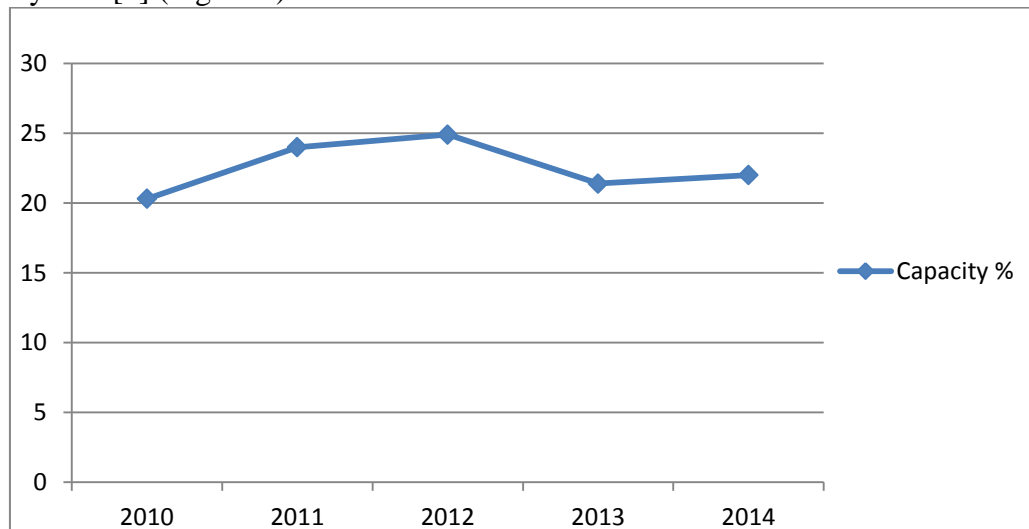


Figure 2 – The capacity of hotels in Kazakhstan

Stability and system of hotel business are tightly connected with the opening of the largest corporations and international hotel chains, it helps to consolidate the hotel enterprises and attract additional resources to the development of the hotel business. Hotel enterprises systemized and fixed through the establishment of unions and associations, such unions and associations save the legal maintenance and economic independence of hotels, train and re-train with joint marketing programs to conduct the analysis helps to create a uniform system. In all sectors of the economy, a gradual transition to a market economy has led to the emergence of a competitive environment.

Basic services of hotels to implement a technological cycle of guest:

- Booking;
- Services;
- Acceptance and settlement department;
- Exploitation of rooms.

There are two levels of providing a service to guests, in the first level guest have direct relationships with staff (Access Service), in the second level, services which does not have relation of staff and visitor (no access). Restrictions on the service industry occupy an important place because the hotel staff requirements are high:

- Attractive and clean appearance (in accordance with a stylish haircut, manicure, makeup, clothes, jewelry, etc.);
- Behavior;
- Ethical psychology and relationships knowledge;
- Communication skills;
- Foreign language level;
- Age restrictions.

Services carried out of the hotel sector are directly related to the booking system. Booking system carried out as a first criterion to enter into the list of competitive international hotels. If

focus on the functions of booking system, ordering and making statements, after the declaration process employee give a confirmation or rejection of booking to the visitor. [4]

The hotels always use declaration to confirm guaranty. It means that even the client is late or does not come at all, they pay for booking earlier. They pay for one night or a long stay 50% or 100% of cost with such guarantee. In addition, customer must report number of card. However, there should be a strict law about the termination of booking in that country where hotel is located.

In order to reduce the damage incurred by the failure of guests booking, hotel does the following decision:

1. Termination of booking considered as an additional cost, so this situation is taken into account of Price policy;
2. The hotel charged for the penalty (room price cost);
3. Hotel requires the notice of payment or credit card number in the process of pre-booking;
4. The hotel has "double booking", in other words over the place with armored re-booking (5%, 10%, 15%) [14].

Armored re-booking system should be regulated carefully and specifically. If the hotel is unable to perform the duties of the order, hotel will have the risk of loss of customers and even breaks the tourist business relationships with companies.

According to some managers, it is better to leave rooms available without booking than fail at all. These managers have only one risk - empty place left. Actually, there are 20% of books without guarantee and 5 % which are booked, but does not come.

Why is quality so important? If we consider the enterprise service in terms of the dynamics of their development, quality will have the biggest impact on their viability. Successful implementation of a quality product to the consumer is the main source of the company's existence. What is "quality"? Quality implies conformity to the services provided or the established standards expected. Thus, the standards, the actual form and content are measure of the quality of service. Criteria for assessing the quality of the services to the consumer - is the degree of its satisfaction, i.e. feedback received and expected. Quality service in the hospitality enterprise affected by the following factors:

- First of all, the state of the materially technical base, namely, comfortable layout and quality finish area in equipping its public spaces and living rooms with comfortable furniture and equipment, complete sets of high-quality linen and modern high-performance cooking equipment, comfortable lift facilities and others.

- The next factor is progressive technology services. It involves procedures and methods of cleaning public spaces and living rooms; registration and payment from customers; recipe of cooking and drinks in restaurants and bars; forms of service in the sales rooms.

- The most important factor in the modern hotel facilities is a quality of service that provides for the development and implementation of quality standards, staff training, monitoring, adjustment, improvement of services in all areas of activity of the hotel.

Employees often perceive the established standards; moreover their services do not fit the quality that guests would like to have. Although executives of hotel companies for the most part tend to reassure customers that the services provided by them to meet their needs.

The real reason for this situation lies in the methods of management. Much of what is perceived in the hotel serving as a truth obtained through trial and error, through educational programs or the study of the experience of others. Such a system of shared knowledge and practice of quality management is a complex frozen concept concerning management practices, which are often a source of drawbacks, not success in accommodation establishments.

The quality of service in accommodation establishments occupies a special place of hospitality. This term implies the production of services to the manifestation of personal attention to guests, the ability of the staff to feel his needs. Without the feeling that the care, man transgressed the threshold of the hotel, the consumer is more than a guest, rather petitioner than a regular customer, an inanimate object rather than a person. Hospitality as good personal relations of staff to clients is often forgotten and become a lost art. Explanations that are looking for employees or

behavior, or to ignore the needs of customers, or to a greater interest in the hotel managers increase profits.

External evidence of such errors lead to a reduction in hotel contacts customer service personnel. The strategy seemed simple: if a guest complains about the lack of courtesy on the part of employees, visitors need to cut contacts with the staff - so began the era of self-service, due to the trend of replacing employees living machines. Thanks to new technologies which gives the opportunity to feed thousands of people in a matter of minutes to make a reservation in a hotel, etc. Enthusiasm for technological innovation leads to the conclusion that all contacts between customers and staff can be reduced to a minimum and thus solves the problem of courtesy and hospitality.

However, customers do not accept this trend, and there is a lot of evidence that the hotel industry is reviewing its position on this issue. It is increasingly beginning to show a new understanding of the human machine as an assistant, and not as a substitute or competitor.

It is difficult to give a complete and precise definition of hospitable behavior, but any of us can immediately see when it is absent. Hospitality is difficult to measure or to include in the training program. However we cannot say that education is not important. Proper employee training provides the skills necessary to create the conditions under which you may receive hospitality. For example, an employee at the hotel, thanks to the additional knowledge may indicate the main attractions of the district, to inform how to reach them and provide other useful information for visitors. Knowledge workers in all matters relating to the enterprise, infrastructure, pension, his entourage, even without overt manifestations of hospitality, give you a feeling of home furnishings. Employee training should include a study of the peculiarities of guests who use the services of this company.

Hospitality requires collective cooperation. If an employee is warm in the enterprise, where the frames are chosen poorly, officials are unfriendly, poorly maintained equipment; these circumstances are likely to force him to leave this place.

In hospitality, it takes time, as a guest, as a rule, has their own ideas about where and when employees should exercise it. Without a clear division of labor, the normal functioning of the enterprise would be impossible. However, the management and employees should be understood that the reasonable request of the guest is the law that must be observed without fail. The obligation and the ability to anticipate, recognize and meet the legitimate needs of the guests are so fundamental for the hospitality industry that cannot be seen only as duties of any of the employees.

From the perspective of the importance of hospitality has a different reference and information printed products, are available at the hotel. Guests are very friendly to in-room brochures, pamphlets, leaflets. In our health resort in each room radio, in which periodically vacationer can get detailed information about the services offered by it. The atmosphere of hospitality is broken, if the guest is forced to question the employee who has written on his face, that he was tired every day to answer such questions.

The administration of the pension is a key factor in creating an atmosphere of hospitality. Any action guidance from the decision of dismissal of an employee, to the administration and maintenance of the various quality standards, have indirectly through staff or that impact on the level of hospitality towards guests. Improper management of the company may hinder the implementation of the objectives, but management cannot opt out of obligations to treat guests and employees and civilized welcome.

But not only should the management be responsible for their hospitality. It shares this responsibility with their employees. Each employee has an impact on the atmosphere in which the proceeds of all staff, and may create conditions in which there is a climate of hospitality or disappears. It is important to clearly define the obligations in relation to the guests, as well as their strict implementation.

In conclusion, tourism is now one of the most dynamic sectors in both the Russian and world economy. Today the management of the complex to a large extent concerned with the quality of accommodation and service in a hotel. Measures taken to improve the quality of customer service

and update the range of services need to be more effective and timely. Hotels that do not meet international standards will inevitably perish.

Much attention should be paid to personnel management, training, professional development of employees and their involvement in the overall maintenance process. Equally important for the reception of foreign tourists is training at a level corresponding to international standards. An important task of the responsible for the hotel is to create a company's reputation of high quality service. Any advertising, no matter how it may be sophisticated, cannot change that image, which is actually made up of the consumer as a result of communication with the hotel staff during the service. The increasing popularity of the company contributes to its high-quality work.

Literature:

1. Features of certification in hotel services in the Republic of Kazakhstan // Proceedings of the international scientific-practical conference "Kazakhstan: the competitiveness and modernization" .- Almaty: Economy 2006
2. Certification of hotel services in the Republic of Kazakhstan // Quality Management. - Almaty, 2006
3. www.stat.kz
4. Hospitality in Kazakhstan // Alpari. - Almaty, 2006
5. "The international hotel industry." Ouch. Under. Ed. of Prof. Mr. Chudnovsky AD Economy Sciences - M :, the Association of Authors and Publishers "Tandem". Publishing house EKMOS 2000.
6. Organization and management of hotel business. / Ed. A.L.Lesnika, I.P.Matsitskogo, A.V.Chernysheva. - M .: UNITY, 2000. - 369 b.

UDC 338.48

POTENTIAL OF KAPSHAGAY CITY, AS A TOURIST-RECREATIONAL ZONE

Teleubai Zh.B

zhanasyl_1st@mail.ru

Student in 2nd year of Tourism Department, Faculty of Economics, Eurasian National
University named after L.N. Gumilyov
Supervisor - Nurgalieva U.S

Annotation

This paper describe Kapshagay storage pool; the role of the Kapshagay storage pool in development of region; possibilities, strengths and weaknesses of Kapshagay as a tourist zone, are shown. The Kapshagay storage pool has very high potential for development of tourism in Kapshagay city.

Aim of work:

1. To show the role of tourism in the economy of region
2. To describe the tourist-recreational state of city Kapshagay
3. To study Kapshagay storage pool, as tourist resource
4. To consider the ways of further development

Today tourism is one of the fastest developing spheres not only in Kazakhstan, but also in the whole world. There are many surprising places in Kazakhstan, but this powerful potential is not almost highly sought by tourism business. Also, developing of international tourism in Kazkahstan has not very good results. A country disposes enormous potential, both for development of internal tourism and for the reception of foreign travelers. It has all necessity: enormous territory, rich historical and cultural heritage, and in separate regions is untouched, wild nature.