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WAYS TO IMPROVE THE ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR THE DEVELOPMENT OF THE HOTEL AND TOURISM BUSINESS

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Annotation. *Being one of the largest highly profitable and dynamically developing sectors of the world economy, tourism has a significant impact on changes in the structure of the national and regional economy, the strategy and tactics of institutional transformations and the implementation of socio-economic policy. The purpose of the study is to study and develop new theoretical and basic mechanisms for improving the organizational and economic plan for the development of the block market of tourist services in the region. This is an updated justification of the concept of "tourist region" as the foundation for the development of tourist services at the regional level and the identification of consumer tourist demand chains, - the study of models of the development of the tourist market and the burp of hotel services in the region, as well as the identification of features of improving the organizational and economic mechanism for the development of hotel services in the region.*

Keywords: *tourism, economic development, regional economy, integration, planning, economic growth, international relations.*

In recent years, much attention has been paid to the development of tourism. Tourism is becoming an intensively developing and efficient industry. It is impossible to overestimate the importance and role of tourism in our time for the development of the economy of states, satisfaction of individual needs, mutual enrichment of social ties between countries. The tourism industry occupies an important place in the economy of most countries. In the XXI century, tourism has become one of the most significant social phenomena.

An integral part of tourism is the hospitality industry, which provides accommodation, catering, transport and recreation services for guests. According to these goals, enterprises and organizations are created and operate in the industry.

The hospitality industry is, without a doubt, an industry that works for the benefit of people, it must meet their needs and needs. The development of the hospitality industry represents an extensive job market. At the moment, every fifteenth person on the planet works in the field of hotel and tourism business.

The hotel and restaurant industry as a type of economic activity includes the provision of services and the organization of short-term accommodation in hotels, motels, campsites, boarding houses and other accommodation facilities for remuneration. [1].

Main provisions of the article.

Tourism, tourist business, tourism industry is an actual sphere of socio-economic development of kazakhstan, especially in the light of the latest goals and tasks facing our republic.

The tourism industry in the world is a highly profitable, innovative, modern, system-forming business.



It is necessary to develop inbound and domestic tourism especially actively and purposefully, and for this purpose a full-fledged, large-scale, highly efficient tourism industry should be created, which, as world experience shows, contributes not only to a significant influx of external non-raw materials income, creating a significant number of jobs (especially in the regions), but also gives dynamism to the development of related non-raw materials, often new, industries and productions in the national economy.

In the republic of kazakhstan, the tourism industry at the state level has already been recognized as one of the priority sectors, but it has not yet received due attention in the practical plane and, therefore, is developing unfairly slowly and with certain distortions and problems.

Introduction. The key point of the functioning of the hotel and restaurant complex, on which many details of its behavior in the market depend, as well as the profit it receives, is its competitiveness. Therefore, ensuring competitiveness is the main strategic objective of any enterprise.

Currently, in order to survive in the competitive struggle, enterprises and organizations are mastering new types of services, new forms of business, putting not only their employees in the first place, but also fighting for each client. The market is studied, the necessary information is collected, which is analyzed, after which market development strategies are developed [1].

According to the marketing concept, companies achieve a competitive advantage by developing offers that satisfy consumers more than competitors' offers. Companies provide greater use value by offering customers lower prices for similar services compared to competitors or by providing more benefits that justify higher prices.

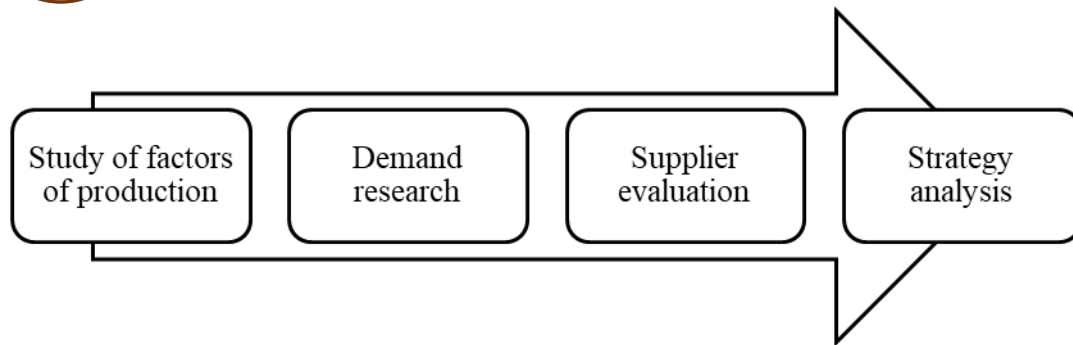
Marketing strategies should take into account not only the needs of customers, but also the strategies of competitors. The first step in this direction is the analysis of competitors, i.e. The process of identifying and evaluating the main competitive strategies that allow the company to take a strong position in the fight against competitors and give the strongest of all possible advantages over competitors.

Methodology. The theoretical and methodological basis of the research of this thesis is the scientific works of domestic and foreign scientists on the problems of assessing and improving the competitiveness of products: scientific works in the field of economics (balabanov i.t., kotov a.b., selezneva o.a.), management (utkin e.a., vesnin r.v.), production organization (v.o. tikhvinsky, t.g. filosofova) and competitiveness (r.a. fatkhutdinov, g.a. antonov). Provisions, resolutions and other documents related to this topic are also analyzed. The material presented in periodicals, newspapers, magazines and internet sources has been studied.

It should be noted that quite a large number of studies and literary publications are devoted to the consideration of the problems of ensuring the competitiveness of the enterprise.

This study will use the methods of analysis and management of the competitiveness of the enterprise, set out in the sources indicated as a bibliographic list of references.

Results. The main purpose of the activities of the enterprises of the hotel industry is profit, which directly depends on the volume of services provided. Each object of the hotel market strives to increase the volume of sales of its services, and faces an obstacle - the presence of fierce competition in the market, which, as you know, is the main mechanism of the market. The basis for the effective development of an organization in a competitive market is the formation of competitive advantages and the development of its own competitiveness. To study competitiveness, first of all, it is necessary to establish the criteria by which it will be evaluated. The authors of the study identify the stages of studying competitiveness (pic.1) [2].



Picture 1. - stages of competitiveness research

Note: compiled by the author

At the first stage, it is necessary to study the conditions of the factors of production and distribute all factors into the following components:

- A) human;
- B) physical resources;
- C) knowledge resources;
- D) capital resources;
- E) infrastructure.

The influence of each group is individual for an individual enterprise and depends on the scope of its activities. For example, the availability of labor and natural resources will not be a decisive advantage in a knowledge-intensive industry. It is necessary to take into account not only the composition of factors that belong to the company at a certain moment, but also the speed of creating new ones and the efficiency of updating existing resources.

At the second stage, it is important to conduct a study of demand conditions. Here you need to pay attention to:

- structure;
- the amount of demand;
- the rate of growth of demand;
- customer requests;
- customer expectations.

The number of its advantages depends on how clearly and in a timely manner the company will get an idea of the emergence of customer needs. In this case, the emphasis is on the nature of demand, and not on its magnitude. If the market segment in which the company under study operates is more visible in the format of the city than the country, it is easier for the company to create competitive advantages by studying local demand. Moreover, the more demanding the buyers, the more advantages the company has, which adheres to high standards and is constantly developing.

At the third stage, the company's suppliers are evaluated. The presence of local related and supportive companies will help the organization establish business contact with them and, using the example of these enterprises, orient itself in the direction of the development of innovations and ideas. It will be useful for the company to form a database of new suppliers that do not serve external competitors. Internal rivalry in related spheres increases the speed of modernization [3].

At the fourth stage, it is important to collect information about the strategy and structure of the enterprise. The main factors for assessing the competitiveness of the company here include:



- 1) company goals;
- 2) company values;
- 3) commitment;
- 4) the level of motivation of employees;
- 5) local competition.

It is desirable that the organization's model corresponds to the area in which it is located. Local competition forces the company to revise prices and improve the quality of service. In addition, it has a psychological, competitive element.

The ability to survive in the market segment means that the organization has real grounds for the successful implementation of its tasks: meeting the needs of customers, realizing the creative and labor potential of employed employees, obtaining a positive financial profit that meets the needs of the owners of the organization.

The price characteristic of the product uses the consumer's desire to purchase the product only because it is cheaper than analogues. In the case of differentiation, we are talking about using the distinctive properties of the product that make it attractive to the buyer. To increase competitiveness, an organization may try to create an advantage in the market position for the proposed product. This is done by securing the buyer or monopolizing part of the market.

This practice contradicts market relations, but in the real world, some firms manage not only to create competitive advantages for their products, but also to retain them for a long time.

In addition, as a.s. andyukayev notes in his research, to increase the attractiveness of the product for consumers, you can use: the availability and possibility of posting information on all types of communication channels (from the internet to television), as well as the detailed elaboration of discount systems and the recognition of the name of the organization.

Considering competitiveness from the position of an enterprise, it should be noted that the assessment of the competitiveness of an enterprise, as o.r. thysen notes, is a determination of the effectiveness of management, the use of production, labor and economic resources and a comparison of the results obtained with similar indicators of competitors [4].

Most often, competitiveness is calculated when drawing up business plans for lending and attracting investments. Competitiveness is determined on the basis of many factors, but the most objective result is given by mathematical methods of evaluation, that is, the calculation of coefficients and their comparison with industry averages. The competitiveness of an enterprise is an indicator of the efficiency of its use of economic resources in comparison with competitors. Its assessment is necessary both for the organization itself to develop measures to increase market share and enter new sales markets, and for other interested parties: investors for profitable investment of capital; potential partners for making decisions on cooperation; banks when considering lending.

In a highly competitive and dynamically developing external environment, the concept of marketing management (understood as management based on the marketing concept) at enterprises attracts special attention of kazakhstani entrepreneurs. An enterprise aiming at dynamic development and strong positions should be aware of the consequences of market orientation for management. All this forces organizations to use modern and effective management functions, among which marketing occupies a special place. Obviously, at present, marketing tools in practice, in fact, play the role of independent strategies (for example, a low-price strategy, a unique offer strategy, etc.). Marketing as a concept of activity and as a management function is based on a diverse process of regulating market activity.

Thus, the main and determining factor of the economic well-being of a service company is the effectiveness of marketing communications, which will be aimed at maximizing customer satisfaction in the company's services. It seems that, taking into account the prospects



for the direction of internet advertising and the growth in the number of active internet users, the enterprises of the restaurant and leisure and entertainment business need to pay special attention to communications with end consumers on the internet. These are, firstly, the company's own website, contextual and banner advertising, direct marketing, advertising and groups in social networks. Secondly, a universal means of internet advertising can be a portal that organizes communications of leisure enterprises and clients on its site. Such a platform is interesting both from the point of view of attracting a wider range of customers for the enterprise, and for the audience in order to assess the capabilities of enterprises in the leisure and entertainment business industry. It is also necessary not only to diversify approaches to improving competitiveness with the help of internet technologies, but also to evaluate their effectiveness in quantitative and qualitative dimensions [5].

Discussion. In the republic of kazakhstan and the almaty region, including, in particular, the state of the hotel fund is one of the main factors hindering the development of tourism services in the industry. The structure of the hotel business is represented by chain hotels and private hotels. International chain hotels are located mainly in the capitals and provide high-quality services, while non-chain hotels are not always able to meet the needs of the consumer in terms of comfort and services.

The analysis of the hotel business in kazakhstan revealed that the development of this sphere is currently only at the initial level, compared with other countries.

This is hindered by a number of problems:

- 1) lack of accommodation facilities of the category "3 stars", for the development of not only business tourism, but also for the development of sightseeing, educational tourism;
- 2) high prices for hotel services and a high average check in restaurants of hotel and restaurant complexes;
- 3) insufficient level of training of specialists working in this field, shortage of middle and junior level specialists, unwillingness of graduates of higher educational institutions to work in initial positions in hotels and restaurants (maids, waiters, etc.), attraction of foreign citizens to these positions;
- 4) lack of full-fledged state statistical information on the state of the tourism industry;
- 5) low hotel occupancy rates in the regions, which is facilitated by the state of the regional tourist infrastructure, and primarily transport;
- 6) the issue of classification of hotels, restaurants and other accommodation facilities in kazakhstan.

Conclusions. In the course of the study, the author identified a number of problems in the development of hotel and restaurant complexes:

A) first of all, its cost. Inflated prices of the real estate market do not give the opportunity to develop consistently.

B) the re-registration of inexpensive communal apartments or old residential funds requires high costs, a long time and leads to a significant tax burden on business, since the laws treat them on a par with large commercial enterprises.

It can be argued that this business is a developing area of entrepreneurial activity. The problems associated with the limited access of the owners of these institutions to resources, low qualification of staff and satisfactory quality of service.

After analyzing the tourism sector in the republic of kazakhstan, we can identify several weaknesses:

- insufficient information about the republic as a tourist destination in general;
- insufficient competitiveness of the republican tourist product (the price-quality ratio does not meet the accepted standards);



- poor level of qualification and training of service personnel;
- weak interaction of the industries forming the tourist product with the tourism industry;
- insufficient financing for the development of the industry;

We conclude that hospitality companies still have a lot of work to do on the quality and prices of the services offered, which determines the prospects for further development of this type of business.

The organizational structure of the management of the hotel and restaurant complex is linear and functional.

Analyzing the external environment of the studied region, there is an understanding that the main competitors are objects located in close proximity, both on the territory of the region and in its surroundings.

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ҚОНАҚ ҮЙ-ТУРИСТІК БИЗНЕСТІ ДАМУДЫҢ ҰЙЫМДАСТЫРУШЫЛЫҚ-ЭКОНОМИКАЛЫҚ ТЕТІКТЕРІН ЖЕТІЛДІРУ ЖОЛДАРЫ

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Түйін. Мақалада қазіргі әлемде саяхатқа деген қажеттілік күрт артқандығы, яғни қонақ үй бизнесінің сапасын дамыту және жақсарту қажеттілігі қарастырылған. Қонақ үй бизнесі көптеген елдердің экономикалық өсуінің қозғалтқыштарының бірі болып табылады, өйткені ол жалпы ұлттық өнімді елдер арасында қайта бөлу арнасы ретінде әрекет етеді. Аймақтық экономикалық жүйеге қатысты авторлар бәсекеге қабілетті туристік кешен аймақтың әлеуметтік-экономикалық дамуына, оның ішінде қосымша инвестициялар тарту, бюджетке салық түсімдері, жұмыс орындарының санын көбейту, мәдени, тарихи және табиғи мұраны сақтау және ұтымды пайдалану арқылы айтарлықтай үлес қосады деп мәлімдейді.

Түйін сөздер: туризм, экономикалық даму, аймақтық экономика, интеграция, жоспарлау, экономикалық өсу, халықаралық қатынастар.



ПУТИ СОВЕРШЕНСТВОВАНИЯ ОРГАНИЗАЦИОННО – ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ РАЗВИТИЯ ГОСТИНИЧНО – ТУРИСТСКОГО БИЗНЕСА

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Резюме. В статье рассматривается тот факт, что в современном мире резко возросла потребность в путешествиях, а значит и появилась необходимость развития и улучшения качества гостиничного бизнеса. Подчеркнуто то, что гостиничный бизнес – это один из двигателей экономического роста многих стран, поскольку он выступает каналом перераспределения валового национального продукта между странами. Применительно к региональной экономической системе, авторы утверждают, что конкурентоспособный туристский комплекс вносит значительный вклад в социально-экономическое развитие региона, в том числе за счет привлечения дополнительных инвестиций, налоговых поступлений в бюджет, увеличения числа рабочих мест, сохранения и рационального использования культурного, исторического и природного наследия.

Ключевые слова: туризм, экономическое развитие, региональная экономика, интеграция, планирование, экономический рост, международные отношения.

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GLOBALIZATION AS A FACTOR OF IMPROVING KAZAKHSTAN'S FOREIGN ECONOMIC ACTIVITY

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Annotation. Currently, the importance of foreign economic activity for the enterprise cannot be underestimated. Kazakhstani enterprises cannot consider the foreign market only as another sales market, because there are qualitative differences in the development and condition of domestic and foreign markets, characteristic of all developing countries. When the domestic market lags behind in its development (including the level of products) and infrastructure from foreign markets, foreign economic activity can have the greatest impact on the growth and development of the enterprise. For effective foreign economic activity, an enterprise must have high levels of management, knowledge and competencies of personnel, the quality of resources used, etc. Moreover, it becomes possible and necessary to manage the level of these characteristics, and, consequently, the efficiency of foreign economic activity and the efficiency of the enterprise's development through the choice of the host country. Thus, foreign economic activity occupies a special place in the production and economic activity of any enterprise.

Keywords: globalization, the fourth industrial revolution, economic growth and development, change management, socio-economic development of the Republic of Kazakhstan, digitalization.