

Модернизация экономических отношений в отраслях народного хозяйства

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Настоящий сборник включает в себя материалы международной научной конференции «Модернизация экономических отношений в отраслях народного хозяйства», состоявшейся в г. Киев 26-28 октября 2012 г. Главная цель конференции – развитие сотрудничества ученых и практиков в сфере экономики. В работе конференции приняли участие ученые и практики из России, Республики Башкортостан, Чеченской республики, Казахстана. Международная научная конференция проведена при поддержке Издательского дома Международного центра научно-исследовательских проектов, редакций рецензируемых научных журналов «Современные технологии управления», «Региональная экономика и управление: электронный научный журнал», «Экономический рост и развитие», «Social&economic innovations».

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Hospitality Industry in Kazakhstan: Theory and Practice

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The positive tendencies on development of the tourist industry outlined in the Republic during the last years speak for that domestic tourism can bring its contribution to implementation of the strategy on inclusion of Kazakhstan into the most competitive fifty countries worldwide. And today ... “there is a task to establish the competitive tourist industry to provide the stable growth of state income and employment of the population in service sphere of tourism through increasing volumes of foreign and local tourism” [1, p.2].

Today Kazakhstan’s tourism is included into the list of seven priority non-energy sectors of economy. Considering unique natural possibilities of Kazakhstan, it should turn into the Tourism Center of the Central Asian Region. One of the primary goals of the Strategy on joining the most competitive fifty countries worldwide is to establish and to develop a tourist cluster.

In the modern scientific literature [2,3,4,5,] the term “tourism and hospitality industry” is widely applied, though hospitality is included into this concept as a component, it is necessary to note that hospitality is more concise and general concept as its goal is to meet the needs of not only tourists in the restricted sense, but consumers as well in general. The tourism and hospitality industry cannot be considered as different industries because tourists are, first of all, consumers having various requirements, including specific, which depend upon the purposes and motives of travels as well as on variety of the other

moments. Hence, we consider the tourism and hospitality industry as an entire because of continuity of community.

The results of the study have shown two polar points of view: tourism is a component of hospitality [6, p. 107; 7, p. 86; 4, p. 9]; and hospitality is a component of tourism [8, p. 9]. For example, M.B. Birzhakov notes that “accommodation is the most important element of tourism. No accommodation (overnight stop), no tourism. This is an unalterable and severe requirement of economy in each tourist region or center, which is desirous to receive the stable and high income on tourists and operation of its tourist resources” [6, p.107]. A second point of view is supported, for example, by group of famous foreign marketing experts F. Kotler, J. Bouen and J. Meikenz, who consider the industry of hospitality as a component of tourism: in their opinion, tourism includes organization of travel and hospitality industry [8, p.9; 9, p. 55].

According to the other experts, to the greatest extent the development of tourism is influenced by hotel business, transport, tourist agencies, tour operating, as well as global computer booking networks. They play the most considerable role at tourist market [10, p.75-76; 11, p.15]. Therefore, firstly, we will just search for determination of hospitality as an economic category. Hospitality (from English hospitality) derives from Old French word “hospice”, that means “lodging for travelers”. The oldest establishment of such nature is Hospice de Beaune (Ospis-de-Bon) in Burgundy, which is also known as Hotel Dieu (Hotel De) – “The House of God” [12]. There is a different opinion on origin of the word “hotel” as well it is associated with Latin hospes, designating both owner and guest. There is the other use of expressions with the same (German Gasthof, Russian hotel) as well as absolutely different sounding caused by translation of Latin expression (Italian albergo, English inn, Polish zajazd) except for the definition accepted in various languages [2]. The Webster’s explanatory dictionary contains the following definition: “hospitality industry is

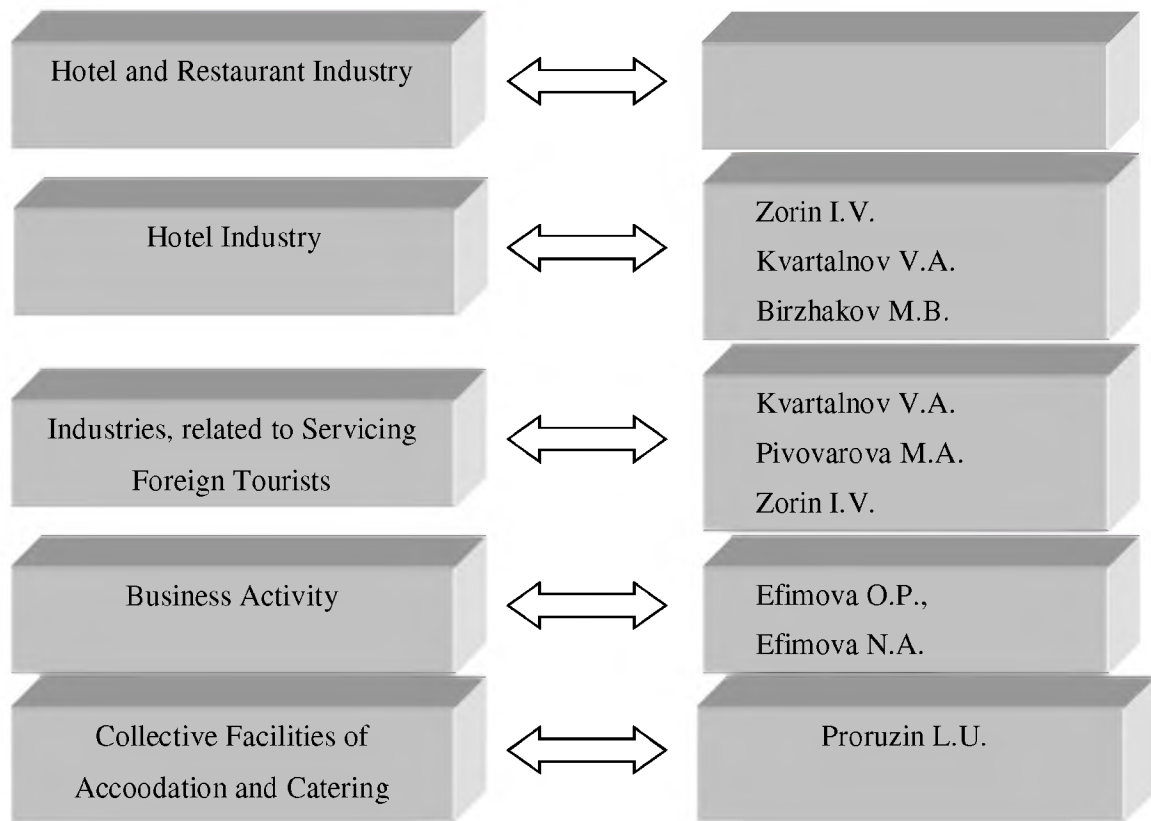
a branch of business consisting of such services, which are based on the principles of hospitality characterized by generosity and friendliness towards guests.

This concept rather recently introduced into scientific speech is rather multiple-valued and has many-sided nature. An entire complexity of definition of hospitality consists in that, at first sight, it looks as very simple. This is the reason why the hospitality is very often attempted to be determined proceeding from logic of the term itself. As a result we have the following formulation - benevolent approach to the client and activity focused on derivation of profit and USA, Turkey, Italy, France, Germany, Spain, China, Thailand, which international hospitality success is obvious, are given as examples.

Foreign authors in their researches on hospitality divide the business system into two parts: hospitality industry and tourist industry, each of which includes specific kinds of service. So, for example, R.A. Braimer identifies hospitality “as a confidential element of each careful service. Caring a guest and feeling needs of clients is imperceptible, but so obvious behaviour of the employee - reflect a difference, which exists between an average and succeeding enterprise” [13].

Today the hospitality industry is the most powerful system of economy of the country and important component of tourism economy. The hospitality industry consists of various facilities of collective and individual accommodation: hotels, motels, hotels, apartments, tourist country houses and villages, as well as private sector involved in accommodation of the visitors.

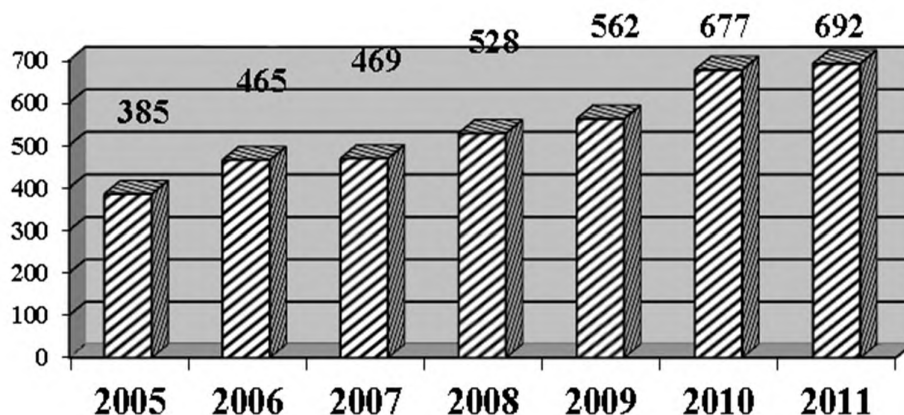
In works of the scientists hospitality is considered from various points of view, which are presented by drawing 1.



Drawing 1– Structure of Hospitality

A hotel business is an economic category, which can be analyzed at various levels. A hotel is a business with its own products and markets, technology and methods, which cannot be subject to simple analysis. A hotel offers various combinations of some products differing from each other for sale at the world markets. Such business integrates the production and sale under the same roof. Hotel business is in very close and close contact to the customers, which use the hotel products from the point of view of sale. In other words, it is the business focused on provision of the entrants with habitation, meal and food, as well as organization of their leisure.

At the present time, hotel business of Kazakhstan is one of the most competitive sectors among other branches of economy. Thus, the annual increase in hotel enterprises is observed in the republic for the last years.



Drawing 2 – Dynamics of Change in Quantity of the Hotel Enterprises of the Republic of Kazakhstan for 2004 – 2011.

In 2005 385 hotels functioned in the country, and as of January, 1st, 2012 their quantity has reached 692, i.e. increased by 56 % (Drawing 2). One-time occupancy - 58768 bed-places, quantity of the served visitors has made 2845832 persons taking into account the individual businessmen, who are engaged in accommodation of the guests. There was an increase by 63,2 % and 54,2 % accordingly in comparison with 2008 and 2009. Besides, there is a price disbalance, which constrains development of the hotel sector and domestic tourism, namely this factor has an influence on occupancy of the hotels (table 1).

Table 1– Dynamics of Occupancy of the Hotel Enterprises in Oblasts of the Republic for 2004 - 2011

Regions	Years							
	2004	2005	2006	2007	2008	2009	2010	2011
Republic of Kazakhstan	25,3	24,9	24,3	28,7	23,5	20,4	21,3	25,8
Akmolinskaya	11,8	13,5	12,9	16,1	15,1	12,6	13,9	29,9
Aktubinskaya	65,0	52,4	32,5	33,3	28,6	31,2	24,9	30,9

units

Regions	Years							
	2004	2005	2006	2007	2008	2009	2010	2011
Almatinskaya	26,2	23,6	11,4	21,7	14,6	14,6	11,9	10,1
Atyrauskaya	67,6	24,4	22,6	51,0	55,8	62,7	60,0	5,0
Zapadno-Kazakhstanskaya	14,4	20,8	23,5	23,2	56,7	24,9	20,9	33,3
Zhambylskaya	27,2	29,5	36,1	34,8	26,6	25,3	28,0	29,2
Karagandinskaya	21,2	24,1	18,5	18,7	16,1	13,4	13,7	14,6
Kostanaiskaya	37,6	18,2	27,4	32,5	32,9	27,6	26,7	35,9
Kyzylordinskaya	16,1	17,4	14,7	17,5	16,2	17,1	23,0	18,5
Mangistauskaya	36,5	39,5	53,4	46,2	58,5	55,3	64,0	92,6
Yuzhno-Kazakhstanskaya	22,2	14,9	21,4	19,6	17,4	13,7	17,4	17,0
Pavlodarskaya	19,1	12,6	19,1	20,4	12,8	11,4	13,3	22,6
Severo-Kazakhstanskaya	29,5	38,7	34,4	41,0	27,7	14,4	10,5	10,7
Vostochno-Kazakhstanskaya	15,2	15,7	15,6	16,4	12,8	11,0	11,5	14,7
Astana city	32,0	33,0	37,0	46,4	35,1	27,4	29,7	32,0
Almaty city	27,6	39,7	38,8	47,8	29,1	22,3	23,3	26,3
*Materials of the Statistics Agency of RK for 2004-2011								

The table 1 shows that as of January, 1st, 2012 the demand factor was 25,8 % as a whole in the republic, that exceeds just by 2 % in comparison with 2004. In a regional profile, Mangistauskaya (92,6 %), Almaty city (26,3), Kostanaiskaya (35,9 %), West Kazakhstan (33,3), Astana city (32 %), Aktyubinskaya (30,9 %), Akmolinskaya (29,9 %) and Zhambylskaya (29,2 %) oblasts have been regarded as leaders in occupancy factor as of beginning 2012. Increase in occupancy factor of the hotels of Mangistauskaya oblast by 39,4 % in comparison with 2004 is attributable to investment appeal and development of a tourist cluster.

The analysis has shown that the basic costs of hotel enterprises (salary of housekeeping staff, cost of utilities and so forth) increased for the last five years. In such situation, hotel enterprises have been reducing the costs, furloughing or reducing the staff. The hotels having promissory notes due to the banks, which

majority borrowed abroad, faced with more severe situation. The world economic crisis has led to high interest rates, tough policy of banks.

For the last two years, considerable improvement of hotel business is connected with arrangements of the international level, directly with Summit of OSCE, which has been held in December, 2010 in Astana city, VII Winter Asian Games in January, 2011 in Astana and Almaty cities, as well as with the exhibitions, congresses, seminars and media forums. One of the significant events was IV Astana Economic Forum in May, 2011 within which the session “Economic Peculiarities of Tourism in the Present-Day World” was held, the goal of such event was to increase the competitiveness of tourism, through mutually advantageous cooperation between state and private sectors, investment cooperation in tourism, exchange of experience in international cooperation, implementation of the international projects in tourism to ensure stable growth of income of the state and population. The Annual Kazakhstan International Tourist Fair – «KITF» directly promotes the formation and enhancement of tourist image of the country, propagation of national culture, national tourist product. The above-stated arrangements are especially significant for Kazakhstan hotel business as far as in order to take a number of measures, from a point of increase in quality of provided hotel services, namely the special attention was paid to the level of comfort, service, occupancy of rooms, location, provision of appropriate food and safety. In addition, the works on perfection of their material and technical status have been performed, funds have been allocated from the city budget and trainings on rendering high-quality services in blocks: “Booking and Registration”, “Service in Catering”, “Hotel Business”; courses on advanced studying the foreign languages have been organized for housekeeping staff. With a view to enhance the occupancy, the hotels have a real opportunity of training the personnel in booking systems under the international leading programs “Amadeus” and “Abakus”.

Summarizing, it is necessary to note that pessimistic expectations of analysts and participants of the market caused by negative influence of economic crisis as a whole were justified. The world crisis changes, which have initiated in the end of 2007, have led to a few problems in hotel sector of Kazakhstan, expressed in loss of consumer characteristics of the rendered services, decrease in economic efficiency of such business, essential increased competition, decrease in occupancy of hotel room capacity because of dramatic reduction of entry tourism, corporate events, and symposiums. In addition, the bank interest rates on construction of new hotel enterprises and payback time of accommodation facilities have been grown, already in the beginning 2010 it was obvious that recession of global economy and changes of travel market condition would lead to decrease in occupancy. The events of international level would lead to considerable growth of business activity, and, hence, to economic upturn of Kazakhstan hotel sector in the near future.

Thus, active participation of Kazakhstan in all international arrangements of tourism industry, development of tourist clusters, attraction of private investments, introduction of single system of the tourist enterprises licensing promote the intensive development of tourism industry, which a primary component is the hotel sector.

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Современное телевидение как социальная практика

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Телевидение с самого начала массового функционирования неизменно привлекало и привлекает себе внимание и рядовых зрителей, и исследователей разных теоретических школ и направлений. Среди значимых теоретических концепций, характеризующих роль телевидения в жизни общества, можно выделить следующие.

Технократический детерминизм Г.М. Маклюэна рассматривает телевидение как средство коммуникации, открывающее новую эпоху развития общества, как самостоятельного субъекта коммуникативного пространства. Канал передачи информации не менее важен, чем