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ECONOMIC IMPORTANCE OF PUBLIC CATERING: PROBLEMS AND PROSPECTS

Abstract. *The article examines the economic importance and role of public catering, identifies the main problems and prospects for their solution. Recently, the catering market has occupied a certain position and place in the service sector, as well as the role and capabilities of enterprises in the food market, their status, the volume of services they provide, as well as determining the level of consumer and economic activity, changes and the value of the inflation indicator have a certain impact on growth and prospects. The article analyzes the assessment of the inflation rate in the regions of Kazakhstan over the past 2 years, the volume of total revenue and income in the field of catering. As part of the comparison, an analysis of the catering sector in Korea and Russia was carried out, and the main indicators of the food market were reflected. The article identifies the main problems and prospects for the growth of hospitality businesses focused on a specific format. It also reflects promising areas in the format of eurostoiles and coffee shops, "cloud" kitchens, and dark kitchens in order to ensure high passability with relatively low margins. Examples of successful projects are given that confirm the importance of the hotel and restaurant business as sought-after projects in the field of catering and their economic importance.*

Keywords: *catering, restaurant business, inflation, food market.*

Introduction

The economic importance of the catering sector and the development of the food market has a certain significance and is one of the important tasks both for Kazakhstan and for many countries of the world. The catering system is in demand and the main direction in it is the functioning of enterprises in this field. Catering companies operate depending on their line of business, organizational and legal form and volume of services provided, and also have prospects for further growth. As you know, individual entrepreneurs and limited liability Partnerships mainly operate in this area. The article "The economic importance of public catering: problems and prospects" reveals the peculiarities of the food market in Kazakhstan, Russia, and Korea. The relationship between the field of nutrition and tourism determines the growth of the flow of tourists and the provision of accommodation and meals. In recent years, there has been a noticeable increase in event tourism, with the dynamics of indicators characterized by demand for traditional cuisine and increased food costs increasing sales. In Kazakhstan, sufficient attention is paid to the organization and regulation of the service and catering sector, and attention is focused on the formats of catering enterprises. As

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part of the growth prospects of the catering market, entrepreneurs are focusing on preserving cultural values, traditions and strengthening the position of domestic tourism.

Materials and methods

The public catering system has been and is a sought-after area, which includes, and at the global and domestic level, the assessment of the activities of the catering enterprise is underway.

As is known, the level of consumer and economic activity, changes in product inflation have a significant impact on the growth and economic significance of the catering turnover. Food inflation as of 2023 was almost 14%, in January 2024, on an annualized basis, it was 9.5%. Prices for food products increased by 8.2%, non-food products - by 8.6%, paid services - by 12.3%.

Inflation rate in regions (from January 2024 to December 2024)

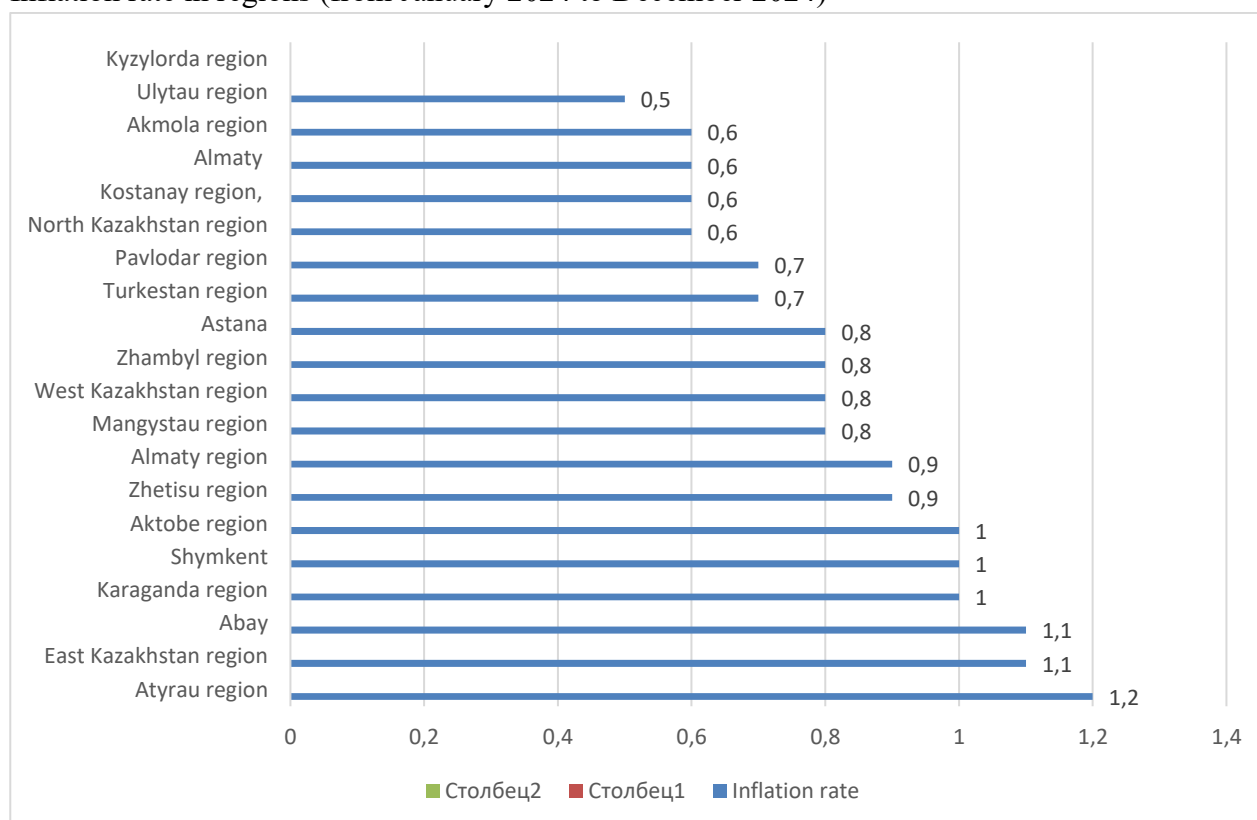


Figure 1 – Regional inflation rate

Source: compiled by the authors

The highest inflation rate is observed in the Atyrau region.

The profitability and turnover indicators of public catering for 2023 exceeded the amount of 883.2 billion tenge. As of the beginning of 2024, there were more than 20 thousand specialized catering establishments in Kazakhstan, while revenue in 2024 reached a record \$ 2.46 billion. The total revenue of catering establishments in Kazakhstan from the sale of food and drinks for 2024 amounted to 1.3 trillion tenge (\$ 2.46 billion at the exchange rate of the National Bank of the Republic of Kazakhstan on January 14, 2025).

The total revenue of catering establishments in Kazakhstan from the sale of food and beverages for 2024 amounted to 1.3 trillion tenge (\$2.46 billion at the exchange rate of the National Bank of the Republic of Kazakhstan on January 14, 2025), including a large share in Almaty and

Astana, which amounted to 47% of this amount and amounted to 1.3 trillion tenge. The distribution of the volumes of services rendered for the provision of food and various beverages for 2024 is presented in Figure 2.

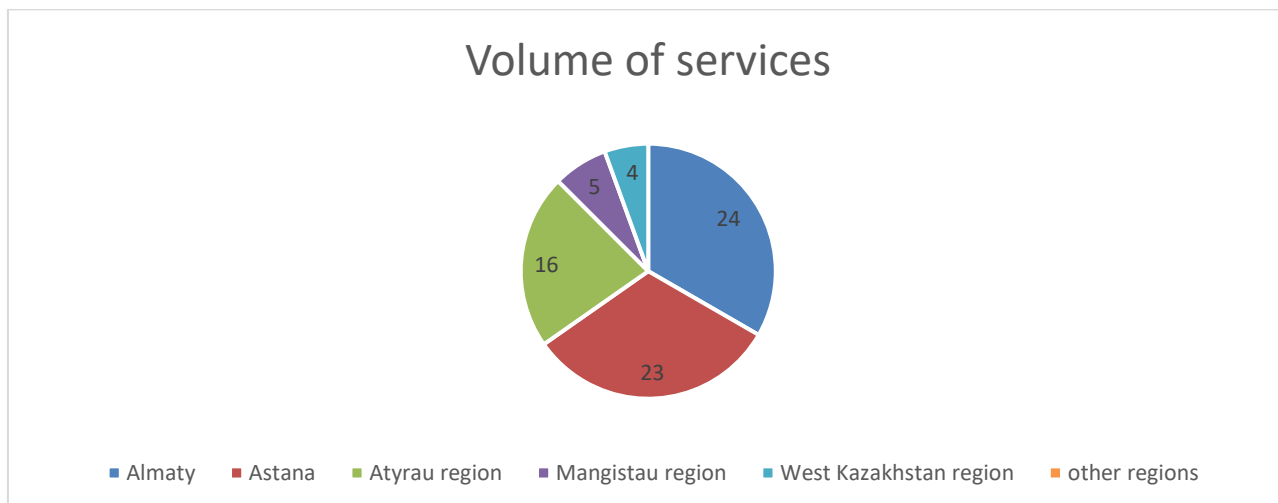


Figure 2 – Share of services provided in the food market, %

Source: compiled by the authors based on statistical data.

Taking into account inflation indicators, revenue in 2024 increased by 10% compared to 2023, Almaty and Astana received income of 625 billion tenge (\$1.18 billion), which is higher than the average of 45% over the past five years and 1/3 more than the share in the past 10 years.

The catering market in Almaty ranks first - revenue amounted to 318.5 billion tenge (\$602.6 million), Astana is second with 306.5 billion tenge (\$579.9 million).

The growth rate in Astana is +23% taking into account inflation, while Almaty showed growth of 8%.

These indicators are typical for the activities of catering enterprises, which are represented by about 200 brands and the operation of more than 2,000 facilities. These facilities form and organize activities in such areas and formats as: Fast food, coffee shops, Casual dining, Fast casual, Grab&Go, bakeries, pizzerias, canteens, pastry shops, Fine dining and others.

By August 2024, the total number of catering facilities in the main segments (QSR, TSR and Grab&Go) in Kazakhstan reached more than 22.7 thousand, which represents an increase of 5%. At the same time, the largest cities of the country — Astana, Almaty and Shymkent — account for 48% of all catering establishments. National operators such as Global Coffee, Salam Bro, Coffee BOOM, Gippo, Bahandi burger and others, as well as chains from other countries, including Russia, the USA, Kyrgyzstan and Armenia, are actively developing in the Kazakhstan catering market.

As part of the consideration of the main issues and data analysis, the indicator of the turnover of public catering can be considered, which according to the plan was determined in the amount of 1420-1456 billion tenge. The growth dynamics in comparative price terms amounted to 12-15%, taking into account the projected inflation of 8.4%. This dynamic is due to high economic and consumer activity, as well as investments in the industry, which contributes to the opening of new establishments. In the second quarter of 2024, the growth of the following indicators: monetary incomes of the population of Kazakhstan - by 16.5%, consumption - by 7.9%, the level of satisfaction with the financial condition to 34.8%, food prices by 5.5%, catering services — by an

average of 10%. Catering companies are exempt from VAT and insurance premiums, and special tax regimes have been introduced since 2023. The national cuisine of Kazakhstan has finally formed, and religious fasts have a significant impact on eating habits. Traditions and seasonal food patterns also influence consumer preferences, although the format of three meals a day is not generally accepted.

For comparison, we will provide indicators of the food market in Russia and Korea.

The Russian catering market since the beginning of 2024, the number of bars, cafes and restaurants in the country has increased by 4.33%, for three quarters of 2023 this figure was 6.48%, and in 2022 - only 2.93%.

Restaurateurs agree with the trend described: the number of catering establishments in the country is growing steadily.

The South Korean foodservice market size is valued at US\$110.11 billion in 2024 and is expected to reach US\$254.17 billion by 2029, growing at a CAGR of 18.21% during the forecast period to 2029. The growth trend is characterized by the demand for traditional cuisine and increasing food spending driving sales.

Full-service restaurants accounted for the largest share of the South Korean foodservice market, with Asian and North American cuisines accounting for over 50% of the market respectively.

Based on the data provided, we note that obtaining a significant share of profitability provides the opportunity to expand the business in the field of hospitality and catering, which has a positive effect on the formation of the revenue side of the budget of the district, city, country. The current market trend is to expand and focus on simpler kitchens, that is, the demand for ordinary ones that are cheaper in cost and faster to prepare. Large restaurants and restaurant chains, as well as large serious gastronomic catering enterprises with a large number of dishes, with a full-cycle kitchen today show not very high profitability, as a result, a reduction in the menu, kitchen, and, as a consequence, a reduction in staff.

And yet, the catering and hospitality industry has its own significant problems, which primarily consist of a lack of qualified personnel.

Restaurant owners highlight the lack of personnel as one of the main problems. The hospitality services market is growing due to the growth of tourism and the number of travelers.

Tourists from many foreign countries come to Kazakhstan, including event tourism, for example, Dimash Kudaibergen's concerts bring together representatives of many countries, for whom it is necessary to provide accommodation and food. And, of course, some of the staff must speak at least 3 languages; today English-speaking tourists and service consumers make up a considerable proportion.

According to the Association of Public Catering of the Republic of Kazakhstan, today there are 78 thousand public catering facilities operating in the country (for reference, before the pandemic, 95 thousand units, after 65 thousand Facilities).

These enterprises focus most on the occupancy of the hall and traffic, they are not interested in the share of growth of the average or high check. The marginality of these establishments is low.

There is a tendency for expensive restaurants to decrease, while the share of canteens is 15%, before the pandemic it was 10%.

What areas are promising today and have a growth trend?

The greatest growth is noticeable in coffee shops in Almaty and other regions of the country,

which often radically change the format of their activities, for example, many events are held not in offices, but in coffee shops. The share of coffee shops at the current time is 3-4%.

A promising area is European canteens and coffee shops, which attract entrepreneurs due to their popularity among consumers and the ability to ensure high traffic even with relatively low margins.

The next area with growth prospects is "cloud" kitchens, a dark kitchen format focused on delivery and not providing for seating, which emerged relatively recently, but became well-known and began to actively develop during the pandemic. The cloud kitchen segment is the fastest growing in the catering market.

The next direction of growth of catering enterprises, mainly restaurants, large cafes is focused on a certain format. For example, the creation of gastronomic projects reflecting the activities and results of creative collaboration of NAAW architects, artists, artisans and designers who have united to create a space that combines gastronomy and performance. This is a place where absolutely everything is handmade - every paint, carving, ebony, stones, chests - absolutely everything is natural, conveying the style of nomads.

The designer of the restaurant "Auyl" uses ornaments and patterns as a medium to create the desired image. In ancient times, patterns carried their meaning, the combination of which was not accidental, the masters wrote their stories into them. The art contained in the creation of a creative pattern, ornament, unfortunately, is gradually becoming history. The names of Kazakh patterns - "koshkar muyiz" or "it kuyryk" - do not reflect the meaning invested in them. When developing the design of items for "Auyl", archival materials were reviewed, style and directions were studied, where patterns were selected based on their compositional features, but not forgetting to take into account their meaning.

Restaurant complexes and other types of catering enterprises, within the framework of achieving a certain economic efficiency, use modern, but at the same time accessible management tools, which include:

- Microsoft Excel - for reporting, graphs, workload analysis and planning;
 - Bitrix24 - as a CRM system, a platform for internal communication, task and project management;
 - The AIKO cash register system is used to account for sales and analytics for each division;
 - Video surveillance and access control - to ensure the safety and monitoring of all zones.
- Using these tools allows you to minimize the human factor, improve control and simplify document flow between departments.

Currently, considerable attention is being paid to multi-format venues that can combine recreation, education, food, holidays and cultural leisure elements under one roof. Complexes such as new generation family centers are becoming not just a place to spend free time, but a kind of cultural and social hubs where family values are formed and strengthened, as well as the development of the younger generation is stimulated. What are the global trends and in what direction is the transformation of the industry Globally, the industry has undergone major changes caused by a number of factors: Digitalization and technologization. More and more children's and family centers are integrating digital solutions into their activities: online booking, mobile applications, CRM systems, feedback services, augmented reality elements, gamification and interactivity. These tools allow you not only to optimize internal processes, but also to significantly improve the user experience. The demand for emotions and personalization. Families are no longer

just looking for a "service" - they are looking for an "impression", an "experience", an "emotional event". That is why animated shows, quests, personalized birthdays and themed events are becoming integral components of the modern family center.

Increased competition and professionalization. The modern industry requires managers to be more highly qualified. The previous models of "I opened the site and everything works" are a thing of the past. Today, owners and managers must think in terms of strategy, branding, digital marketing, HR management, and automation. So, family centers, as one of the areas of public catering, are already going beyond "business for profit" and becoming socially significant elements of the urban environment. The implementation of the development strategy as a result of the activity is reflected in the example of the NEXT family center in Almaty, which is based on a business idea based on total integration and transparency - from reservations and menus to animation and waiters' checklists.

"Consolidation" is conceived as a single digital framework that unites disparate parts of one organism - the NEXT family center. The main key issues: Disparity of information; Difficulty in presenting tasks; risk in the detailed development of goals and objectives; workload of managers and inconsistency of departments and divisions; increased financial costs.

The main stages are provided for the implementation of the "consolidation" implementation process: a full and comprehensive audit, the creation of an MVP (Minimum Viable Product); the introduction and training of personnel, expansion and scaling. The economic effect is to reduce the cost of purchases, reduce the cost of mistakes, increase the average receipt, reduce staff turnover, create a unified corporate language, and motivate staff. The results of the implementation of the "Consolidation" program reflect the following: an increase in the average receipt from 10,000 to 30,000 tenge, a decrease in complaints by 90%, an increase in repeat bookings and orders by 60%, a decrease in internal errors by 85%, write-off of products decreased by 50%, revenue from pre-sales by 250%.

In the context of the modern restaurant and entertainment business, where speed, accuracy, individuality of service and coordination of many processes are important, the Consolidation project is becoming a key element of the transformation of the NEXT center. This project eliminates recurring errors, defines the foundations of a new management model in which each employee is involved, informed and interested in achieving a high level of service. The introduction of "Consolidation" has become a turning point, proving that even in conditions of limited resources, it is possible to implement a powerful, technologically complex and at the same time understandable management tool based on logic, empathy and team responsibility.

Project implementation effects

1. Management effect. The Center was able to quickly analyze event data, see bottlenecks, and make decisions in real time. The transparency of the actions of all departments has increased. The number of unscheduled interventions by the manager has decreased, and the team has begun to act more autonomously.

2. Organizational effect Systematization and manageability of internal communication. A clear structure for event planning, document management, and task allocation has reduced risks. Facilitate the adaptation of new employees - training is based on clear scenarios and digital templates.

3. Human and cultural impact. The team felt the care, participation and importance of their work.

The feeling of "chaos" and "fires" has gone away - trust in the system has appeared. The overall morale of employees has increased, and staff turnover has decreased. Recommendations for scaling

Based on the results achieved, it is safe to say that the Consolidation platform has a high scaling potential. The following are the directions in which the system can be adapted and implemented:

1. Branches and regional points of the NEXT center If the center plans to open additional locations, the implementation of the "Consolidation" system should become a mandatory element. A unified digital ecosystem will ensure standardization of processes and high-quality customer experience, regardless of the city.

2. Partner platforms and franchises. The project can be offered as a ready-made IT solution for other entertainment and family establishments. Creating a franchise model in which "Consolidation" will be part of the support package will increase the value of the offer.

3. Cooperation with software developers. In the future, it is possible to create a commercial version of the system with adaptive design and enhanced functionality. The platform can enter the market as a specialized SaaS product for establishments with a high workload for organizing events.

Business idea development prospects. The Consolidation project can become the basis for the next steps in the digital transformation of the center:

Integration with a mobile application for clients, where parents will be able to track the preparation of the event themselves, make suggestions, confirm scenarios and receive reminders.

Artificial intelligence, which offers ready-made event scenarios, design, and even musical accompaniment based on the preferences of guests.

BI-analytics - creation of a management reporting panel in real time with visualization of key indicators: satisfaction, department efficiency, savings, profit from events, etc.

A motivation system for staff based on KPIs, integrated into "Consolidation": bonuses for successful events without errors or timely completion of tasks.

The formation of the idea of "Consolidation" was predetermined in the activities of the multifunctional family center, which hosted dozens of events, banquets, celebrations and activities every day.

It was here, when diving into management practice, that a whole range of problems were identified that make effective work difficult: poor coordination between departments, fragmented information, high dependence on the human factor, chaotic actions during peak hours and, as a result, customer dissatisfaction.

It was this set of challenges that became the catalyst for the formation of the idea of creating a single digital ecosystem in which each participant in the process - from the manager and animator to the cook and waiter - would not just be a performer of tasks, but part of an integral system that works smoothly, transparently and with full information synchronicity.

This project determines how effectively the catering company operates, whether there will be an economic effect and competitiveness of the family center.

Design, implementation and implementation

The development of the project began with process diagnostics.

A cross-functional team was assembled, which included IT specialists, analysts and representatives of key departments.

At the analysis stage, interviews were conducted, cases were collected, typical errors and

vulnerabilities were recorded.

This data became the basis of the design logic.

The first version of the system (MVP) allowed:

centralize event reservations,

record individual customer requests;

Synchronize the work of all departments;

enter timings, checklists, and automatic notifications;

integrate the system with accounting programs - 1C and Bitrix24.

The effect of the implementation was almost instantaneous.

The sales department began to work faster and more accurately, the kitchen became more conscious and planned, the animation was prepared in advance and adapted to the request, the waiters received all the information about the event even before it started. Management, in turn, gained access to analytics and a quality control system that simply did not exist before. The human aspect of the implementation deserves special attention. Despite the fact that the introduction of a new system always causes resistance, in this case this resistance was minimized through a step-by-step approach, training meetings, illustrative examples, support at each stage, as well as the involvement of the team in the creation process.

Socio-economic and managerial effect

The results of the implementation of "Consolidation" went far beyond technical efficiency. A holistic, multidimensional effect was obtained, including:

Increased customer satisfaction due to attention to detail and precision in fulfilling wishes;

Increase in the average check, due to increased pre-sales and involvement of managers;

Cost reduction by optimizing procurement and eliminating emergency procurement situations;

Reduced staff turnover - employees began to feel part of the team, confident in their work;

Increased manageability - it has become easier for management to control key metrics, make plans, and predict workload.

In fact, "Consolidation" has become the foundation of a new corporate culture in which management is based not on manual control, but on systemic coordination, trust and responsibility.

Financial and strategic results Within the framework of the WRC, a complete financial plan for the project was worked out, including an investment budget, an efficiency assessment, and projected income and expense flows. All calculations have shown that the implementation of the system in the first year brings an economic effect that exceeds investments. This allows us to talk not only about the justification of the idea, but also about its investment attractiveness for scaling and commercialization.

The project can be adapted for other businesses, both inside and outside the holding. It has the potential to be a replicable solution (SaaS product) for the event management market, family centers, hotels, entertainment complexes and restaurants.

Certain financial resources are required for the implementation of projects aimed at optimizing the activities of catering enterprises, as well as increasing the opportunities for the introduction of innovative technologies. **Attracting investors:** A startup or a developed business idea can attract investments from private investors, venture capital, and investment fund resources.

For example, use Astana Hub as a networking platform. Astana Hub is an incubator and accelerator for startups, launched on the basis of the Expo territory, with ambitious plans for the

development of Kazakhstani entrepreneurship. They provide a platform and financial support for business development. One of these platforms is grant financing for technology commercialization. A startup that is a small business entity can receive a grant. The grant amount varies from 20 million tenge to 80 million tenge. The international forum "Digital Almaty" is also held annually in Almaty. In February 2024, more than 200 speakers were involved, and about 50,000 people attended the event. At the forum, IT startups, developed programs and cases can be presented at the exhibition, thereby attracting a large number of innovation professionals and businessmen. Digital Almaty is also supported by the Almaty City Akimat, which means it can be promoted with the help of government support.

Corporate investments: A startup can attract financing from large corporations in the field of technology or hospitality, such as the multinational company in the information technology industry Yandex, large hotel chains Marriott, Accor, Hilton, etc. **Public and private grants:** A startup can apply for grants from public or private foundations to support innovation and startups in the field of artificial intelligence and information technology. Businesses and startup projects in the Republic of Kazakhstan have the opportunity to win grants and financing from the Bastau Business and Damu Foundation programs.

The Damu Foundation provides support in the amount of up to 3 billion tenge for small and medium-sized enterprises and up to 15 billion tenge for large enterprises. The grant amount of the Bastau Business program is 400 MCI, which is a total of 1,380,000 tenge. These grants cannot be used for consumer expenses or to help repay loans.

Results and discussion

In modern competitive conditions, where hotel companies today offer and try to provide guests not only with a comfortable stay, but also combine the main function with a high-quality catering service. At the same time, more and more not only foreign tourists, but also guests prefer healthy food, which can combine taste diversity, benefits and national gastronomic identity. As an alternative to digitalization and the introduction of innovative technologies in hospitality enterprises, it is necessary to develop a healthy nutrition model.

The direction of the economic development of catering enterprises is the organization of cooking, which represents certain results and sometimes discussions in the field of cuisine selection, preferences of their choice, as well as their types. Nutrition theory has been going on since an early age, where scientists are trying to develop various concepts and theories. Here are some theories of healthy eating that are relevant at the present time, when service and hospitality companies strive for excellence by developing and offering various directions in this field.

Theories of healthy eating

Pokrovsky A.A. academician, 1964 year of creation. The theory of balanced nutrition It is based on the fact that the body should receive as many substances as it consumes. Diets have been developed for people taking into account physical exertion, climate conditions, and geographical location.

Galen, Aristotle. The ancient theory of nutrition Philosophical worldview, all cells and parts of the body receive useful substances through the blood, which supplies trace elements from food. Creation of therapeutic diets.

Ugolev A.M. Theory of adequate nutrition and trophology.

Healthy food and fiber saturation, which creates a filling of the body with trace elements.

Maintaining a balance between caloric intake and energy expenditure. The balance in the consumption of fats, proteins, carbohydrates.

For the modern period of time, service enterprises in Almaty do not have offers that focus on both healthy and national cuisine, and there are very few who focus on either one or the other. This creates a market niche and a cultural need to promote Kazakh cuisine through modern approaches to catering and combining these two aspects. This will be especially true for tourists who seek not just accommodation and meals, but a full-fledged ethnic, cultural and gastronomic experience for both of these factors, to which they are already accustomed.

The organization of a food system with an emphasis on healthy cuisine and the Kazakh cultural ethnic group is both a marketing tool, an economically beneficial direction and a contribution to the promotion of national identity. The problem that the implementation project is considering is the lack of a combined model that could combine the standards of healthy lifestyle and elements of Kazakh cuisine applicable in the hotel sector. Most of the existing catering systems in hotels and hotel complexes are focused on universal dishes, which nevertheless do not take into account either the health trends or the cultural peculiarities of the region.

Conclusion

Within the framework of the issues considered in this article, the main problematic areas of activity of catering and hospitality enterprises have been considered. In addressing these issues, two concepts in the restaurant and hotel business were considered: a healthy nutrition project based on national cuisine and a Consolidation project based on an enterprise management improvement program.

When developing a healthy eating model in the hospitality industry, its main feature stood out not only in healthy and healthy cuisine and in reflecting culture through the nutrition system, namely the combination of benefits and traditions. It is this combination that can set this model apart from the competition and be memorable. One of the directions of the model consists of healthy eating, offering a healthy alternative in nutrition, forming the status of a restaurant or hotel. The next advantage of the model is flexibility, because the concept does not require high costs and can be introduced and replaced gradually. At the same time, it is important to know that the model offers an alternative to traditional cuisine, expands the choice, opportunities and makes the concept of the institution as a whole more interesting. Another feature of the model is that it can show cultural features through existing and established standards that everyone is used to. Traditions are often perceived as an outdated trend, but the proposed model of healthy eating shows that Kazakh cuisine is not only about taste, but also care and attention to detail. Tourists from other countries will especially appreciate this.

The basis of the business idea "Consolidation" is an attentive attitude to practice, the ability to listen to people and the willingness to take responsibility for changes. In an unstable market, the winners are not those who simply follow trends, but those who create them based on a specific management reality and the deep needs of the team. The Consolidation system is not just a technological tool. This is the result of a synthesis of managerial thinking, digital literacy, and human empathy. This is the management model of the future, in which processes and people work in harmony, and the business becomes truly flexible, responsive and sustainable.

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ҚОҒАМДЫҚ ТАМАҚТАНУДЫҢ ЭКОНОМИКАЛЫҚ МАҢЫЗЫ: МӘСЕЛЕЛЕРІ МЕН БОЛАШАҒЫ

Аңдатпа. Мақалада Қоғамдық тамақтанудың экономикалық маңызы мен рөлі қарастырылады, негізгі мәселелер мен оларды шешудің алғы шарттары анықталады. Соңғы уақытта қоғамдық тамақтандыру нарығы қызмет көрсету саласында белгілі бір позиция мен орынға ие болды, сондай-ақ өсу мен болашағы белгілі бір азық-түлік нарығындағы кәсіпорындардың рөлі мен мүмкіндіктері, олардың мәртебесі, олар көрсететін қызметтер көлемі, сондай-ақ тұтыну және экономикалық белсенділік деңгейін анықтау, инфляция көрсеткішінің өзгеруі мен мәні әсерін білдіреді. Мақалада Қазақстанның өңірлері бойынша соңғы 2 жылдағы тапшылық деңгейін, қоғамдық тамақтану саласындағы жалпы түсім мен кірістің көлемін бағалауға талдау жүргізілді. Салыстыру шеңберінде Кореяда, Ресейде қоғамдық тамақтану саласына талдау жүргізілді, тамақтану нарығының негізгі көрсеткіштері көрсетілді. Мақалада белгілі бір форматқа бағытталған қонақ үй бизнесі кәсіпорындарының өсуінің негізгі мәселелері мен алғы шарттары анықталған. Сондай-ақ, еуростолдар мен кофеханалар, "бұлтты" асүйлер, Dark kitchen форматындағы болашақтағы бағыттар салыстырмалы түрде төмен маржиналдылықта жоғары өтімділікті қамтамасыз ету мақсатында көрсетілген. Қонақ үй және мейрамхана бизнесінің қоғамдық тамақтандыру саласындағы сұранысқа ие жобалар ретіндегі маңыздылығын және олардың экономикалық маңыздылығын растайтын сәтті жобалардың мысалдары келтірілген.

Мақалада қонақжайлылық ұйымдардың болашақта дамуына байланысты екі тұжырымдама ұсынылған: ұлттық дәстүрді сақтау негізіндегі денсаулықты сақтауға бағытталған тамақтандыру және басқаруға бағытталған «Консолидация» бағдарлама.

Кілт сөздер: қоғамдық тамақтандыру, мейрамхана бизнесі, тапшылық, тамақтану нарығы.

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ЭКОНОМИЧЕСКОЕ ЗНАЧЕНИЕ ОБЩЕСТВЕННОГО ПИТАНИЯ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

Аннотация. В статье рассматривается экономическое значение и роль общественного питания, определены основные проблемы и перспективы их решения. В последнее время рынок общественного питания занимает определенную позицию и место в сфере сервиса, а также определенное влияние на рост и перспективу оказывают роль и возможности предприятий на рынке питания, их статуса, объема оказываемых ими услуг, а также определение уровня потребительской и экономической активности, изменения и значения показателя инфляции. В статье проведен анализ оценки уровня инфляции по регионам Казахстана за последние 2 года, объема общей выручки и дохода в сфере общественного питания.

В рамках сравнения проведен анализ сферы общественного питания в Корее, России, отражены основные показатели рынка питания. В статье определены основные проблемы и перспективы роста предприятий гостиничного бизнеса, ориентированных на определенный формат. Также отражены перспективные направления в формате евростоловых и кофеен, «облачные» кухни, dark kitchen в целях обеспечения высокой проходимости при относительно низкой маржинальности. Приведены примеры успешных проектов, которые подтверждают важность гостиничного и ресторанного бизнеса как востребованных проектов в сфере общественного питания и их экономической значимости.

В статье предложены и рассмотрены две концепции развития деятельности предприятий гостеприимства: здоровая кухня с сохранением национальной культуры и программа управления «Консолидация».

Ключевые слова: общественное питание, ресторанный бизнес, инфляция, рынок питания.