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PROBLEMS AND PROMISING DIRECTIONS FOR THE DEVELOPMENT OF THE HOTEL SECTOR IN ALMATY

Abstract. *The article analyzes globalization, as well as a number of political and socio-economic changes that allow regions or countries to integrate into the global market. These facts have changed various fields of human knowledge. For example, hosting is not an exception that has existed throughout human history and has contributed to various manifestations and processes of globalization, so knowledge of the characteristics of the economic sector can help determine the importance of this sector for the global economy. The article analyzes the process of globalization and its impact on specific sectors of the economy, such as the hotel industry. The hotel industry is considered an important sector that has contributed to the socio-economic transformation of society at various stages of globalization. The study will examine the features of the hotel sector in Almaty, development trends, and economic significance.*

In this article, a survey was conducted as a method of empirical sociological research. A mixed approach was used: general trends were identified through quantitative questions, while qualitative questions were used to analyze the problems and prospects of the hotel sector in depth. The practical significance of the study lies in its reflection of the contribution of the hotel sector to the global economy, including its impact on international tourism and socio-economic indicators. The research methodology allowed us to identify the origins of the Almaty hotel industry and analyze its characteristics in order to determine the significance of this sector for the economy.

This article will explore the contribution of the hotel sector to past and present globalization processes. This is because the hotel sector seeks to integrate all segments of society into the complex socio-economic transformations taking place within its borders and abroad. Additionally, this transformation of government and corporate policies creates working conditions for various economic actors, as it is a dynamic process in the evolution of society.

City hotels can have a positive impact on the good image and evaluation of tourist destinations in the minds of tourists, so the problems associated with city hotels are gradually becoming an important topic of concern for people. Therefore, the study will comprehensively analyze the problems and prospects of the hotel sector in Almaty.

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Keywords: *hotel; image; sector; problems; prospects; directions.*

Introduction

Relevance of the study. As a result of cultural, social and historical inheritance, people used to call the place where they stayed during their travels an inn or a stagecoach, depending on the type of use. It was only around the middle of the nineteenth century that the terms hotel and restaurant gradually entered people's life and usage. An important part of the tourism industry is the urban hotel, which is an important 'sensory' facility to provide comfort to people travelling to a destination. Urban hotels can positively influence the good image and evaluation of tourist destinations in the minds of tourists, so the problems related to urban hotels have gradually become an important content and the focus of people's attention. In recent years, with the continuous development of social and regional economy, people's demands and needs in material aspects continue to improve, and their thinking has also been unprecedentedly improved and liberated, and one of the main manifestations is the gradual shift from the pursuit of material aspects to the pursuit of spiritual aspects. Especially at present, with the change of people's consumption trend, they are not only satisfied with sightseeing tourism, but also have a higher demand for other experiences in the process of tourism, and this phenomenon lays a sufficient foundation for the survival and development of urban hotels and the growth of economic benefits.

The purpose of the research is to study and analyse the problems and perspective directions of hotel sector development in Almaty.

Materials and methods

The research uses a survey method, that is, an empirical social research method. In addition, the most effective approach in this topic is a mixed method: that is, we identify general trends through quantitative questions, and identify deeper reasons and recommendations through qualitative questions.

Theoretical methods: analysis, synthesis, abstraction, generalisation, induction, deduction, modelling, classification and others. In real scientific cognition these methods are always used in unity.

Firstly, to realise the positive relationship between urban tourism development and the economic benefits of hotels. Observing the ever-changing level of tourism demand, it can be seen that part of the reason why tourism demand is not transformed into tourism behaviour is that it is not sufficiently provided by tourism supply [1].

An increase in tourism supply is accompanied by an increase in tourism products [2]. When tourism supply increases, the first manifestation of this is an increase in the level of productive capacity of the corresponding tourism product, which is capitalised. Thus, the efficiency of tourism supply increase includes the following aspects:

(1) Development of tourist attractions. In the process of tourism industry development, there should be tourism products to meet tourism demand, and tourist attractions are the main core of tourism products. In order to ensure the effectiveness of tourism supply in terms of growth, it is necessary to develop tourist attractions.

(2) Entry problems of tourism enterprises. The only way to improve the entry efficiency of new tourism enterprises is to ensure the highly efficient existence of existing enterprises. However, relevant selection problems need to be solved in the entry strategy:

(1) the choice of entry time and the choice of entry scale. Analysing the hotel entry-exit situation as an example, it can be seen that the profitability of large-scale high-star hotels is much higher than that of other types of hotels. However, this does not mean that all new market entrants should consider large-scale high-star hotels as the optimal choice. On the contrary, the phenomena of 'striving for big' and 'chasing stars' among new entrants may reflect investors' irrationality and immaturity to some extent. The main reason is that these investors do not see the essence of the case through the phenomenon, do not analyse and view the problem through the lens of empirical and structural analysis, and do not pay attention to the role played by strong managerial forces [3].

(2) Choice to enter the market. Regardless of whether a reasonable choice for market entry is made, from a broad perspective, the result of this choice will affect the overall competition in the market, which in turn will affect the overall quality and economic efficiency of the city's hotel industry; and from a smaller perspective, the result of this choice will affect the overall growth environment, capability and potential of the incoming enterprises. Secondly, to establish a mutual cooperation mechanism between regional tourism and promote the development of city-regional tourism [4].

Unreasonably high prices for services are a frequent companion of service in small GPs. A significant increase in prices is observed during the peak summer season, which creates an incorrect perception of the pricing policy of the entire hotel business in Almaty. The influx of guests in the summer months and holidays further increases the unevenness of profits throughout the year. Despite the shortage of high-level specialists in the hotel industry, the available professionals are often underestimated and receive relatively low wages compared to world standards with a complex work schedule. Lower-level employees of GPs do not have social protection, which contributes to high staff turnover and increased costs for retraining. Experienced specialists prefer to go to work abroad for a more effective career and high earnings. Small GPs disregard service rules when booking. Due to the desire to get a quick profit and ignoring business ethics in relation to clients, problems of duplicate bookings and deception regarding the real cost of services often occur.

The group of external negative factors influencing the hotel business is quite numerous. In particular, it is very sensitive to the international situation, the popularity of the country and its regions, the possibility of free movement and establishing business relations, etc. One of the important factors is periodic financial difficulties among the population, affecting the need for hotel services among residents of the country traveling for business purposes. In such conditions, economy class hotels experience serious difficulties, since there are difficult to predict and serious fluctuations in demand. In general, there is a rather low level of popularity of domestic tourism and, despite the economic downturn, the native country remains not very interesting for Kazakhstanis, and outbound tourism is more attractive.

An important aspect is the development of domestic tourism, focused on GP as a means of temporary accommodation during business trips, vacations and longer residence in order to displace illegal private apartment rentals from the market. In addition to outbound tourism, a significant problem is created by foreign hotel chains that are attractive to guests from abroad and lead to an outflow of capital from the Almaty hotel services market. Due to the instability of the economic situation, investing capital in GP has high risks. The history of the development of GP is associated with the Soviet era, when there was much less demand for them, which made it possible to neglect the laws of the market. This was reflected in the content and level of teaching. Over the past two decades, the situation in the field of vocational education has improved, but is still far from ideal.

The hotel industry is a complex of services that determines the level of service, but its expansion complicates the process of calculating taxes. Many GPs refuse related services or provide them as part of outsourcing with partner associations, which complicates service quality control.

Literary review

At present, the country has partially practised and accumulated experience in building regional tourism cooperation, but there are still some shortcomings, especially in terms of specific measures and concepts, which need further improvement. Firstly, in the process of mutual tourism co-operation between city-regions, it is necessary to pay special attention to and fully play the leading role played by the government in this process [4].

Secondly, tourism development in city-regions should be coordinated with each other and with local socio-economic development. Since there is a huge interconnection in tourism development, tourism development in city-regions plays an important and inaccessible role in the economic development and sustainable progress of urban society. The subjective desire for tourism co-operation between city-regions is to successfully transform the strengths of the tourism industry in city-regions. By co-operating with each other, the tourism industry in a certain region can be developed and improved, which can effectively enhance the comprehensive competitiveness of the region.

Thirdly, it is necessary to address the issue of sustainable tourism development in the region. The main goal of cooperation between city-regions in tourism is to maximise the environmental, social and economic advantages of each region, but it is important to note that cooperation between city-regions in tourism should not be at the expense of their own ecological environment and advantages [5]. It is important to promote the continuous development of management in the direction of information technology [6].

The hotel business is an important part of the tourism industry. Scientists believe that today this industry plays a leading role in the global economy. For Example, J. In his work, Walker names quality service, customer relations and strategic management as the main results of ensuring the sustainable growth of the hotel industry.

The famous scientist Syzdykova A. attributes the prosperity of the hotel market in Almaty to international events, urbanization and investment climate. As we all know, Almaty is the largest metropolis of the country. Katvr is also a tourist and business center. Today, hotels of various levels, hostels, boutique hotels and apart-hotels are continuously operating in the city. According to the research conducted by researcher Nurtayeva zh., 60% of hotels in Almaty belong to the 3-star category, and hotels of the highest category provide services in accordance with international standards[1].

Results and discussion

Information technology is mainly used to realise the mutual exchange of information in the industry through the Internet and modern information technology platform. In the management network of city hotels, all kinds of resources and information can be exchanged; through this piece of information, limited resources can be integrated and expanded to infinity, so that the hotel can improve its own level and service quality. For urban hotels, a key indicator of their marketing ability is how effectively they can build and improve their marketing network. Among the hotel marketing methods realised through online platform, one of the most important is hotel marketing.

Nowadays, urban hotels have a younger clientele who are familiar with and rely on online platforms and have a high level of awareness. Online hotel marketing can provide offline customers with a platform and resources for real-time feedback and effective communication to maximise customer satisfaction [8].

It is necessary to promote market segmentation and differentiated development of urban hotels. With the continuous improvement of people's living and consumption standards, tourism is gradually penetrating into all areas of people's lives and becoming an important part of it. Different travellers have certain differences in their behaviour and personality, which creates different levels of tourism demand, thus causing a diversified demand for urban hotels. Promoting the segmentation of urban hotel and tourism market can effectively meet the real needs of different levels of tourists, and at the same time effectively solve the homogenisation problem of urban hotels. Therefore, it is necessary to segment the tourism market and change the direction of urban hotels to realise market segmentation. Each urban hotel should consider its own actual situation, develop and create targeted services and products to meet different levels of tourist needs, and develop diversified urban hotels of different types and classes with unique characteristics to achieve market segmentation and differentiation [7].

One of the most important measures to develop urban hotels and improve their economic efficiency is innovation, which is also an important basis for ensuring the sufficient competitive advantages of urban hotels. There are mainly two aspects of innovation: innovation in hotel operations and innovation in talent management. We actively study the successful examples of urban hotels at home and abroad, and at the same time combine them with our own situation, and study the way suitable for our own development according to local conditions. This is not only the basis for ensuring the development and growth of urban hotels, achieving higher economic benefits and gaining regional competitive advantages, but also preventing wasteful use of resources, rationally allocating resources and achieving economies of scale. To summarise, with the continuous development of tourism in China, the economic benefits of urban hotels have been greatly improved in recent years [8].

In recent years, with the relevant world-class activities in China, there is a good opportunity to improve the economic efficiency of city hotels. At present, the competition among city hotels is heated to the limit, not only in terms of price but also in terms of quality. Therefore, if city hotels want to have an independent and exclusive market in the local industry, they should improve their own quality level from all sides, quality can guarantee everything; and then through the introduction and cultivation of talents, so that the competitiveness of the level will be further improved. It is believed that local city hotels by utilising the above strategies will be able to gain good economic benefits in the current dynamic development of tourism industry.

For the hospitality industry in 2024, it is important to think long-term to see the opportunities and pitfalls that lie ahead, while finding the industry's hopes and cautions [9]. Currently, the hospitality industry is one of the most significant service industries in Almaty. Due to the annual growth in the quality of services provided, the hospitality industry makes a significant contribution to the economic development of the second capital of the Republic of Kazakhstan as a whole. The Government of the Republic of Kazakhstan pays serious attention to the development of tourism and hospitality. For the development of mass tourism it is necessary to develop tourist and transport infrastructure, improve the quality of services, and create attractive tourist spaces. Developed tourism infrastructure will certainly facilitate the process of providing hotel and restaurant services,

as well as holding large-scale events. In order to conclude the main positions of the author's opinion on this topic, the author decided to conduct a survey of 100 tourists in the city of Almaty, all of them were from different cities of the Republic of Kazakhstan and even different countries [10].

We decided to ask 6 questions to 100 respondents. For this purpose, we first labelled the age of the respondents. Among the respondents 50 people from 20 to 35 years old, 30 people from 36 to 55 years old, 20 people from 56 to 75 years old.

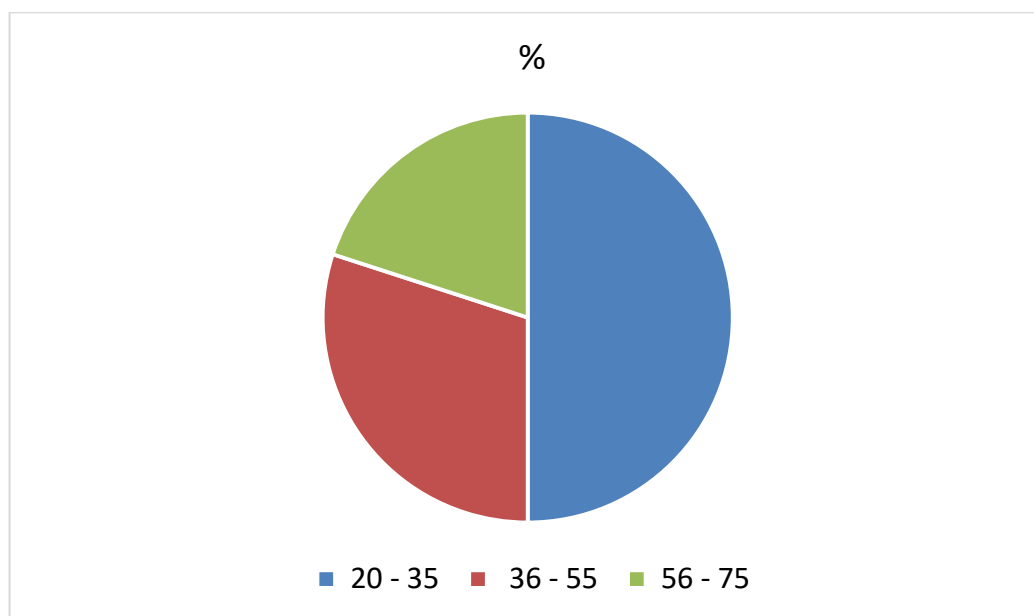


Figure 1 – Age category of respondents

The first question was 'Do you like to stay in inns and hotels?'. 70 people answered 'yes', 20 people noted 'no difference', 10 people answered 'don't know'.

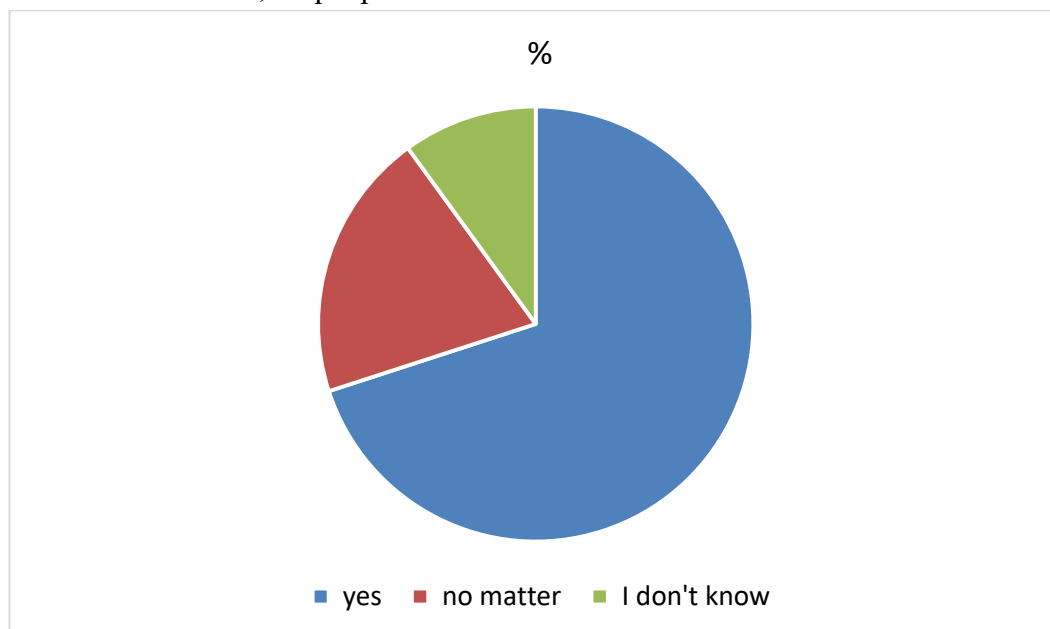


Figure 2 – 'Do you like to stay in inns and hotels?'

The second question 'Do you pay attention to comments on websites while booking hotels?'. 50 people answered 'yes', 50 people answered 'no'.

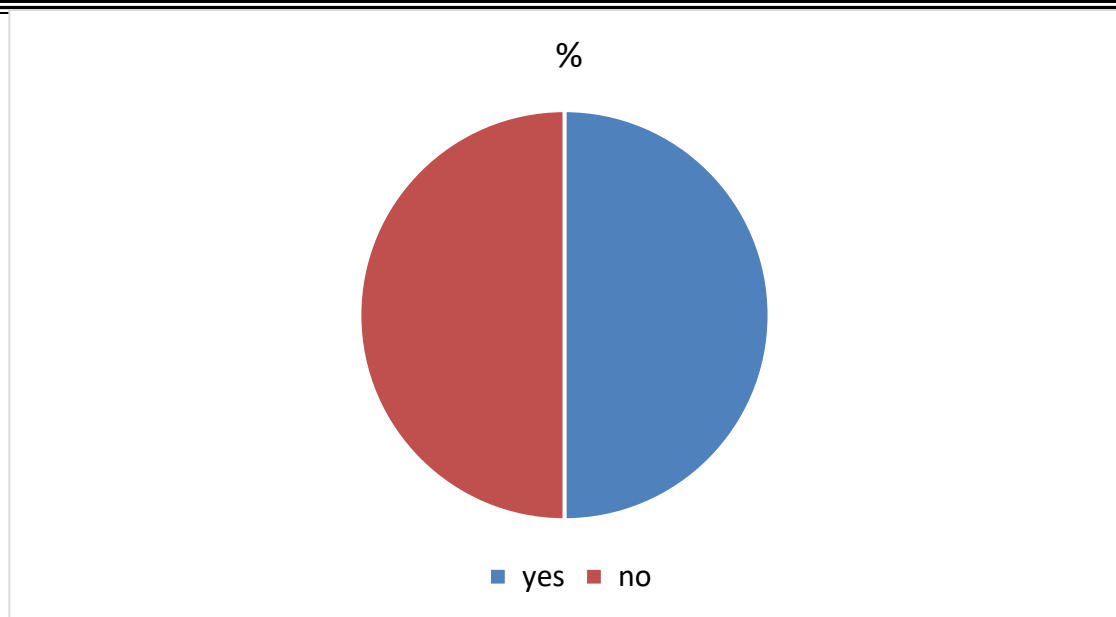


Figure 3 – ‘Do you pay attention to comments on websites while booking hotels?’

To the third question ‘What do you pay attention to when you stay in hotels? (food, service, etc.). 70 people chose ‘service, cleanliness’, 30 people answered ‘internet, food’.

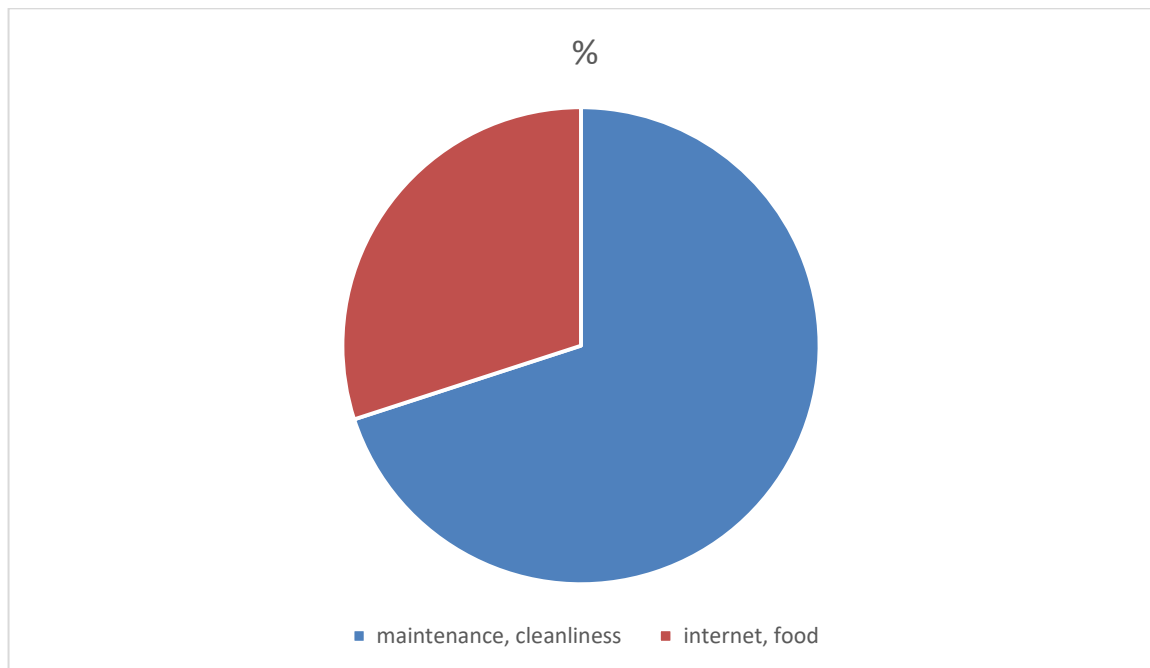


Figure 4 – ‘What do you pay attention to when you stay in hotels?’

Fourth question: When stopping at a hotel, do you pay attention to the quality of service of the staff?! 45 of the respondents pay attention, 45 do not pay much attention. And 10 said it was neutral.

Fifth question: Do you look at how many stars the hotel consists of?! Of the respondents, 60 considered it mandatory, while the remaining 40 respondents said they did not care.

Importance of Hotel Star Rating According to Respc

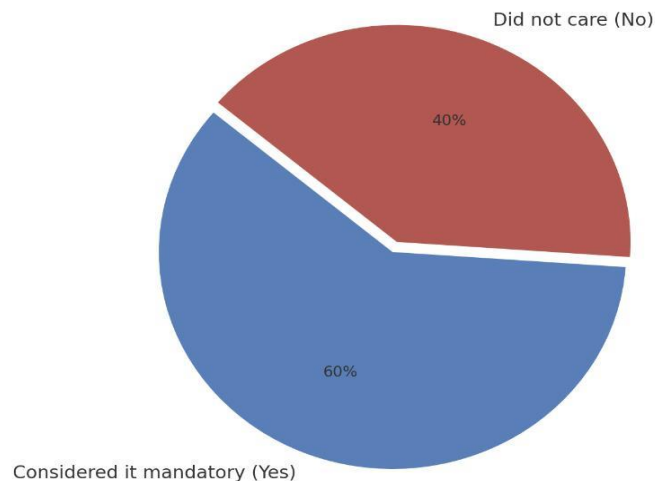


Figure 5 – “Do you look at how many stars the hotel consists of?!”

Question six: When you stop at a hotel, how much attention do you pay to the outdoor landscape?!

80 of the respondents pay great attention to the landscape. And it turns out that the other 40 respondents do not pay much attention to the landscape.

Question 6: When you stop at a hotel, how much attention do you pay to the outdoor landscape?

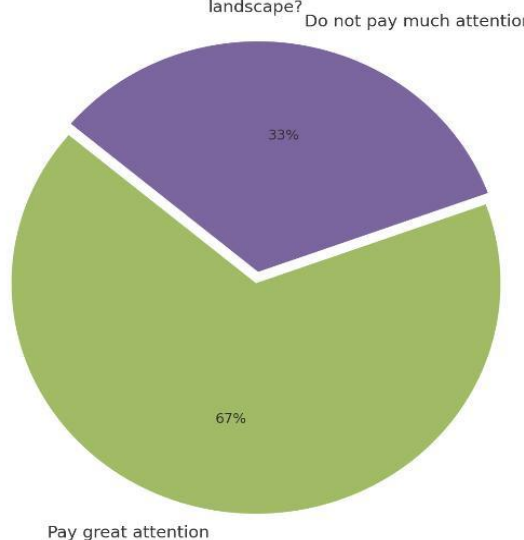


Figure 6 – “When you stop at a hotel, how much attention do you pay to the outdoor landscape?!”

For many people, service is important as it is central to the hospitality industry. In turn, hotels and restaurants create many opportunities to boost the country's economic activity and increase the income of individual regions. This sector has the potential to create jobs in the territory of the RoK and make a significant contribution to economic growth. Therefore, the government is constantly creating the necessary conditions and incentives for the development of tourism growth

in its region. In order to understand the primary sources of the problems faced by the hospitality industry under the conditions of active development of the market economy, it is necessary to consider both macroeconomic and microeconomic factors [11].

The most important market reforms carried out by the Russian government in the process of perestroika at the macro level are the following: price liberalisation, dismantling of the centralised management system, changes in the principles of financing and resource allocation, creation of a new banking system, and privatization [12]. These problems not only physically hinder the development of the region's tourism complex, but also give a negative colouring to its image, reducing its development prospects. In turn, the problems of development of this sphere as a whole directly affect the state and trends of development of the hotel services market.

Having generalised the studied material, it is possible to allocate a number of problems for consideration: 1) insufficiency of progressive marketing strategies; 2) insufficiency of investments; 3) insufficiency of introduction of innovative technologies; 4) insufficiency of qualified personnel. For the decision of the given problems it is worth to consider complex ways of improvement of the existing system [13].

Lack of adoption of innovative technologies is another broad problem worthy of attention. This section covers technologies whose application in Kazakhstan's hospitality industry is at an early stage. However, the future of any country with a highly developed service industry directly depends on their implementation. Lack of qualified personnel is one of the most acute problems in the Russian service industry. Transition to a market economy and total restructuring of the hospitality industry in the country requires a complete change in the ideology of personnel training.

In the tourist services market of Almaty, hotel enterprises occupy a special position. This is proven by the following arguments: a) GPs provide a wide range of services both for guests of the southern capital and for the local population; b) GPs are usually classified as multi-profile, since they satisfy the basic, communicative, cultural and other needs of clients; c) GPs form and develop cultural and entertainment programs as a special type of cultural and leisure services; d) GPs and the quality of their services directly influence the development of inbound tourism and participate in the creation of jobs, performing economic and socio-cultural functions, closely interacting with various industry complexes (restaurant, trade, food, excursion, recreational, cultural and entertainment, transport, social, etc.).

The analysis of quantitative data showed that in Almaty there are: 1) 135 hotels, including: two state-owned; 128 privately owned; eight owned by joint ventures with foreign participation; five foreign owned; 2) 55 hotels with a restaurant, including: 52 privately owned; five owned by joint ventures with foreign participation; three owned; 3) 80 hotels without a restaurant, including: two foreign state-owned; 76 privately owned; three owned by joint ventures with foreign participation; two foreign owned; 4) 9 one-story bungalows, rural houses (chalets), cottages, small houses and apartments of private ownership [9].

The modern hotel services market in Almaty is very heterogeneous and is characterized by high dynamics and ambiguity of indicators. Statistical data from different sources form a complex picture in this area, which makes it extremely difficult to assess the current situation:

1. According to the data of the Almaty Department of Statistics of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, at the end of 2023 there were 152 placement sites, of which 51.3% were non-categorized, 17.8% were category 3, 15.8% were category 4, 11.2% were other, and 3.9% were category 5. Enterprises of categories 2 and 1 are not

represented in Almaty. Thus, categorized placement sites account for 37.5% of the total number, and other 62.5% [4].

2. According to the register of accommodation facilities in Almaty, which can be found on the official portal of the Kazakhstan Association of Hotels and Restaurants (KAGIR), there are 49 categorized hotel services enterprises in the city, of which 32 are members of KAGIR [9].

3. According to the 2GIS database, as of April 2023, there are 405 enterprises operating in the hotel services market of Almaty, of which: 258 hotels (63.7% of the total number of accommodations), 21 recreation centers (5.2%); 7 guest houses (1.7%); 22 children's camps (5.4%); 57 hostels (14.1%); 40 apartment agencies (9.9%). Thus, hotels account for 63.7% of the total, and others 36.3% [10].

4. According to TripAdvisor (www.tripadvisor.ru), there are 408 enterprises operating in the hotel services market of Almaty, of which: 4 hotels with special offers (1%), 70 hotels (17.2% of the total number of accommodations), 78 B&B/mini-hotels (19.1%), 256 other accommodation options (62.7%). Thus, categorized accommodations account for 37.3% of the total, and other 62.7% [5].

5. According to the Booking.com (www.booking.com) portal, there are 432 enterprises operating in the Almaty hotel services market, of which: 7 are 5* hotels (1.6% of the total number of accommodations), 18 are 4* hotels (4.2%), 35 are 3* hotels (8.1%), 1 is 1* (0.2%), and 371 are non-categorized (85.9%). Thus, categorized accommodations account for 14.1% of the total, and other accommodations account for 85.9% [11].

6. According to the information of Apartamenty.kz (<http://www.apartamenty.kz>), there are 1,050 enterprises operating in the hotel services market of Almaty, of which: 93 hotels (8.9% of the total number of accommodations), 21 hostels (2%), 13 holiday homes (1.2%), 923 apartments (87.9%). Thus, categorized accommodations account for 10.1% of the total, and other accommodations account for 89.9% [12].

In general, according to all sources of information, the total share of categorized accommodations in Almaty ranges from 10.1 to 37.5%, while others account for 62.5 to 89.9%.

The interstate standard GOST 28681.4-95 "Tourist and excursion services. Classification of hotels" defines clear requirements for hotels of different categories, and any of them must meet the specified parameters [13]. Regardless of the category, the room must have a chair or armchair, a bed with clean linen, a table, a wardrobe, a wastebasket, lighting. Additional services are possible: a swimming pool, conference rooms, sports equipment, dry cleaning, car rental, medical services, a beauty salon, etc. Their list and design determines the type of enterprise. The results of the inspection of 165 hotels and other accommodation facilities, obtained by KAGIR by order of the Almaty City Tourism Department for the period June 15 - September 15, 2024, showed that the requirements of the standard are not fully met, and 10 hotel services enterprises did not provide access for inspection.

Conclusions

The majority of respondents (70%) like to stay in hotels.

The main factors in choosing a hotel are service and cleanliness (70%).

45% pay attention to the quality of the staff, but the same number of people do not pay much attention to it.

Half read reviews on the site, and the other half do not pay attention to them.

60% of respondents pay attention to the number of stars of the hotel.

The natural landscape is important for the majority (80%).

Amidst the recovery in domestic consumption and a surge in demand in the tourism market, the hospitality industry has also seen a recovery. As an important part of the tourism industry, the hospitality industry has been more prominent in the recovery of the entire tourism industry, with the data recovery even catching up with 2019. Data from the National Bureau of Statistics shows that the value added of the accommodation and catering industry in the first three quarters of 2023 exceeded the level of the same period in 2019, and the annual growth in the first three quarters of 2023 ranks first among all industries [14].

The Central Economic Work Conference 2023 emphasised efforts to expand domestic demand. The Central Economic Working Conference stressed that efforts should be made to expand domestic demand, boost consumption from post-epidemic recovery to sustainable growth, cultivate and develop new types of consumption, actively develop digital consumption, green consumption and healthy consumption, and actively cultivate new consumption growth points such as smart homes, leisure and tourism, sports activities and 'trendy' national products [15].

Combined with the current macroeconomic situation at home and abroad, there are changes in the pattern of consumer travel after the epidemic. The whole travel pattern has changed dramatically: from conditional needs to rigid needs, from luxury goods to everyday necessities, from low-frequency to high-frequency, from single-level to multi-level and from planned to spontaneous. Based on the above changes, the author analysed the development trends of the domestic hotel industry. 'At present, the hotel industry is undergoing structural reform on the supply side, and it is going deeper and deeper.' The hotel industry is not in the state of 'lying flat', not driven by passion, but is in the process of supply-side reform, such as the developer mode, the state development zone mode, the benchmark mode has ended. Thus, the active adjustment of the structure and products of economy class, middle class, selective and high-end hotels will become the reality of the hotel industry.

The conducted research made it possible to determine the current state and features of differentiation of hotel enterprises represented in the hotel services market of Almaty. The analysis performed showed the following:

- the city has a wide range of hotel businesses, many of which have been operating successfully for a long time;

the distribution of the number of accommodations of different types across the city districts is extremely uneven, as is the number of visitors served, the one-time capacity and occupancy;

- the number of permanent employees is quite large and amounts to 5142 people, with women predominating;

the number of temporary workers is not large and amounts to 192 people, the majority of whom are in the Medeu district;

- the top 10 hotels in Almaty compiled according to TripAdvisor as of April 2023 shows the absolute dominance of large enterprises in the market;

The city administration is carrying out a wide range of work with the aim of branding Almaty in the international tourism market and continuously improving the quality of hotel services;

- differentiation of the hotel services market in Almaty is complicated by heterogeneity, high dynamics and ambiguity of indicators from different sources, which makes it difficult to determine the competitive advantages of enterprises;

According to customer loyalty ratings for accommodations in Almaty, hotels, B&B/mini-

hotels and apartments are characterized by a high degree of preference;

- there is a shortage of hotel services within certain areas of Almaty.

Currently, three main models of hotel services management are used at enterprises in Almaty: Japanese, American, and European. They are characterized by quite different scientific and applied principles of improving services in the hospitality industry and quality criteria from the standpoint of hotel services management and their improvement. This situation complicates the formation of a unified system of hotel services quality, since it is important to develop a logical concept of a standardized structure (chain) of service improvement features and a system for managing their improvement in the form of an effective and efficient model.

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**АЛМАТЫ ҚАЛАСЫНЫҢ ҚОНАҚ ҮЙ СЕКТОРЫН ДАМУДЫҢ
ПРОБЛЕМАЛАРЫ МЕН ПЕРСПЕКТИВАЛЫҚ БАҒЫТТАРЫ**

Аңдатпа. Мақалада аймақтардың немесе елдердің әлемдік нарыққа интеграциялануына мүмкіндік беретін бірқатар саяси және әлеуметтік-экономикалық өзгерістермен бірге жаһандану талданады. Бұл фактілер адам білімінің әртүрлі салаларына өзгеріс әкелді. Мәселен, хостинг қызметі адамзат тарихында болған және жаһанданудың әртүрлі көріністері мен процестеріне ықпал еткен ерекшелік емес, сондықтан экономикалық сектордың сипаттамаларын білу бұл саланың әлемдік экономика үшін маңыздылығын анықтауға көмектеседі. Мақалада жаһандану үдерісі мен оның қонақ үй секторы сияқты экономиканың жекелеген салаларына әсері талданады. Қонақ үй индустриясы жаһанданудың түрлі кезеңдерінде қоғамның әлеуметтік-экономикалық трансформациясына ықпал еткен маңызды сала ретінде қарастырылады. Зерттеу барысында Алматы қаласындағы қонақ үй секторының ерекшеліктері, даму үрдістері мен экономикалық маңыздылығы зерделенеді.

Аталмыш мақалада эмпирикалық әлеуметтік зерттеу әдісі ретінде сауалнама жүргізілді. Аралас тәсіл қолданылды: сандық сұрақтар арқылы жалпы үрдістер айқындалса, сапалық сұрақтар көмегімен қонақ үй секторының проблемалары мен даму перспективалары терең талданды. Зерттеудің практикалық маңыздылығы: қонақ үй секторының жаһандық экономикаға қосқан үлесі, соның ішінде халықаралық туризмнің өсуі және әлеуметтік-экономикалық көрсеткіштерге ықпалы негізінде көрсетіледі. Зерттеу әдістемесі Алматының қонақ үй индустриясының бастауларын анықтауға және экономика үшін осы сектордың маңыздылығын түпкілікті анықтау үшін оның сипаттамаларын талдауға мүмкіндік берді.

Аталмыш мақалада қонақ үй секторы жаһанданудың өткен және қазіргі процестеріне қосқан үлесі зерделенеді. Өйткені ол қоғамның барлық топтарын өз шекараларында және шетелдерде болып жатқан әлеуметтік-экономикалық өзгерістердің онсыз да күрделі процестеріне біріктіруге тырысады. Сонымен қатар, мемлекеттік және корпоративтік саясаттың бұл трансформациясы әртүрлі экономикалық субъектілер үшін еңбек жағдайларын жасайды, өйткені бұл қоғам эволюциясындағы динамикалық процесс болып табылады.

Қалалық қонақ үйлер туристердің санасында туристік бағыттардың жақсы имиджі мен бағалауына оң әсер етуі мүмкін, сондықтан қалалық қонақүйлерге қатысты мәселелер біртіндеп адамдардың маңызды мазмұны мен назарына айналады. Сондықтан да, зерттеу барысында, Алматы қаласындағы қонақ үй секторының проблемалары мен даму

перспективалары жан-жақты сарапталады.

Кілт сөздер: қонақ үй; имидж; сектор; мәселелер; перспективалар; бағыттар.

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ПРОБЛЕМЫ И ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ ГОСТИНИЧНОГО СЕКТОРА В АЛМАТЫ

Аннотация. В статье анализируется глобализация, а также ряд политических и социально-экономических изменений, которые позволяют регионам или странам интегрироваться на мировой рынок. Эти факты изменили различные области человеческого знания. Например, хостинг не является исключением, который существовал на протяжении всей истории человечества и способствовал различным проявлениям и процессам глобализации, поэтому знание характеристик экономического сектора может помочь определить важность этого сектора для мировой экономики. В статье анализируется процесс глобализации и его влияние на отдельные отрасли экономики, такие как гостиничный сектор. Гостиничная индустрия рассматривается как важная отрасль, которая способствовала социально-экономической трансформации общества на различных этапах глобализации. В ходе исследования будут изучены особенности гостиничного сектора города Алматы, тенденции развития и экономическая значимость.

В данной статье был проведен опрос как метод эмпирического социологического исследования. Применялся смешанный подход: через количественные вопросы выявлялись общие тенденции, а с помощью качественных-глубоко анализировались проблемы и перспективы развития гостиничного сектора. Практическая значимость исследования: отражен вклад гостиничного сектора в глобальную экономику, в том числе на основе роста международного туризма и влияния на социально-экономические показатели. Методика исследования позволила выявить истоки гостиничной индустрии Алматы и проанализировать ее характеристики, чтобы окончательно определить значимость данного сектора для экономики.

В данной статье будет изучен вклад гостиничного сектора в прошлые и настоящие процессы глобализации. Потому что он стремится объединить все слои общества в и без того сложные процессы социально-экономических преобразований, происходящих в его границах и за рубежом. Кроме того, эта трансформация государственной и корпоративной политики создает условия труда для различных экономических субъектов, поскольку является динамическим процессом в эволюции общества.

Городские отели могут положительно влиять на хороший имидж и оценку туристических направлений в сознании туристов, поэтому проблемы, связанные с городскими отелями, постепенно становятся важным содержанием и вниманием людей. Поэтому в ходе исследования будут всесторонне проанализированы проблемы и перспективы развития гостиничного сектора г. Алматы.

Ключевые слова: гостиница; имидж; сектор; проблемы; перспективы; направления.