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A. Omarova*, PhD student
Z. Borbasova, d.e.s., professor
Karaganda University of Kazpotrebooyuz,
Karaganda, Kazakhstan
* – main author (author for correspondence)
e-mail: aiganym128@mail.ru

THE IMPACT OF THE HOTEL BUSINESS ON THE DIGITAL ECONOMY OF KAZAKHSTAN

The economic market is mainly influenced by the tourism and hospitality sector, contributing positively to the economic advancement of numerous nations. Today, the demand for high-quality services from tourists is growing. The prosperity of tourism requires both material and spiritual refreshment of visitors. In other words, these facilities represent a complex of cultural, historical, etc. services, as well as provide high-quality modern hotel, dining and transportation services that can meet all the needs of tourists.

This article investigates the influence of the hotel industry on the digital economy of Kazakhstan. Through a comprehensive analysis, it examines how the integration of digital technologies has reshaped the hospitality landscape in the country. The study identifies key trends, challenges, and opportunities arising from the intersection of the hotel business and the digital economy. Furthermore, it determines the role of technology adoption, online platforms, and digital marketing strategies in enhancing competitiveness within the sector. The article also sheds light on the socio-economic implications, including employment generation, skill development, and innovation spurred by digitalization. By analyzing empirical data and theoretical frameworks, this research contributes to a deeper understanding of the evolving dynamics between the hotel business and the digital economy in Kazakhstan.

Keywords: hotel, tourist complex, accommodation, tourist activity, industry, tourist market, hotel activity.

Кілт сөздер: қонақ үйі, туристік кешен, орналастыру орындары, туристік қызмет, индустрия, туристік нарық, қонақ үй қызметі.

Ключевые слова: гостиница, туристский комплекс, места размещения, туристская деятельность, индустрия, туристский рынок, гостиничная деятельность.

Introduction. Hospitality industry's enterprises usually arise and built for various reasons. The decision to open large hotels is usually associated with the high cost of land in urban areas, the expansion of commercial services and connections, as well as the social status of specific types of housing structures. An important factor is also the social impact of modern engineering and technical developments and the latest technologies in hotel services.

The hotel business plays a pivotal role in the economic landscape of Kazakhstan, contributing significantly to the country's growth and development. As one of the key sectors driving tourism and hospitality, it serves as a vital engine for generating revenue, creating employment opportunities, and fostering socio-economic prosperity. In recent years, the emergence of the digital economy has brought about profound changes in various industries, including hospitality. The integration of digital technologies has revolutionized the way hotels operate, interact with customers, and compete in the market [1].

This article aims to explore the impact of the hotel business on the digital economy of Kazakhstan. By providing an overview of the influence of the hospitality sector on the country's economy, the authors underscore the importance of this industry in driving economic growth and fostering regional development. Furthermore, the article highlights the transformative effect of digitalization on the hotel business, emphasizing the increasing need for modern technologies to meet evolving consumer demands and stay competitive in the global marketplace [2].

While acknowledging the significance of this issue, the authors recognize the need for a more comprehensive understanding of how the hotel industry's digital transformation intersects with Kazakhstan's digital economy. Therefore, this study seeks to delve deeper into the dynamics between the hotel business and the digital economy, examining the challenges and opportunities arising from this convergence. By addressing this research gap, the article aims to provide valuable insights into the evolving relationship between the hotel sector and the digital landscape in Kazakhstan, ultimately contributing to informed decision-making and strategic planning in both academia and industry [3].

For decades, the tourism industry has been embracing technological and digital advancements, aiming to become increasingly personalized, interconnected, responsive, and tailored to individual experiences.

This evolution includes the integration of artificial intelligence (AI), robotics, cloning, 3D imaging and processing, blockchain technology, digitally enhanced social interactions, and cloud-based storage, replacing the cumbersome hardware of the past.

Anticipating the future, it's evident that technology will continue to profoundly impact service industries, including tourism. Speculation and forecasts over recent decades have highlighted the transformative potential of technological breakthroughs, indicating that the landscape of the tourism business is poised for significant change in the coming years.

Literature review. The trend of digitalization, which has covered all sectors of the economy, has not spared the tourism sector. The goal of digitalization in tourism is to render the tourism sector adaptable, responsive to contemporary needs, and competitive in today's environment. By embracing digitalization, the hospitality industry strives to deliver superior outcomes for customers and enhance profitability for travel company owners. Consequently, examining the factors contributing to effective tourism development both internationally and domestically across various historical periods, through the lens of this trend – quantitative economics – emerges as one of the most pressing challenges of our time. In the work, the authors relied on the work of foreign colleagues, studied: Borbasova Z.N., Ulakov S.N., Omarova A.S. [1], Gonçalo Rodrigues Brás [2], Stojanović I., Puška A. and Selaković M. [3], Kim Yu.Yu., Sihimbaeva D.R. [4] and others, which describes the conditions and priorities of hospitality industries in market conditions.

As part of the broader digitalization efforts, Kazakhstan has initiated the digital transformation of its tourism sector. The «Digital Kazakhstan» state program was launched in December 2017 following the adoption of Government Decree No. 827. This comprehensive program aims to enhance the quality of life for every citizen through the integration of digital technologies. Furthermore, the study authors analyzed statistical data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, as well as data from the analytical collection for 2022 specific to Kazakhstan [9].

Main part. So below we will consider the current trends in the formation and development of the hotel business in Kazakhstan.

Based on the statistics, the count of public places in Kazakhstan in 2019 stood at 3,630, decreasing to 3,488 in 2020, then rising to 3,670 in 2021, and reaching 3,831 in 2022. The data indicates an 8.5% increase in the number of such places in 2022 compared to the preceding year.

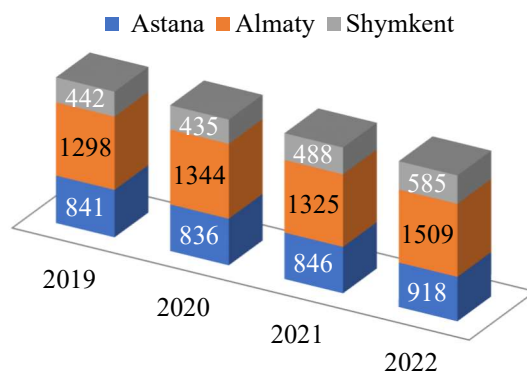


Figure 1. **Number of lodging facilities located in large cities***

* Compiled by the authors based on the source [9]

When examining the quantity of accommodation establishments in major cities like Astana, Almaty and Shymkent, then we can see that in 2022 an increase was recorded (Figure 1). If we compare the number of accommodating facilities in these three cities, then Almaty occupies a leading position [4]. For example, last year there were 918 placements in Astana, 1509 in Almaty, and 585 in Shymkent. It is worth noting that according to the latest statistics from 2022, this indicator increased by 9.5% compared to previous years. Almaty continues to demonstrate good indicators in the number of placements from 2019 to 2022. As for Astana, the statistics on the number of placements remains stable, and changes in this indicator are practically not noticed. However, in 2022 there was an increase of 5%, reaching 886 placements (Figure 2).

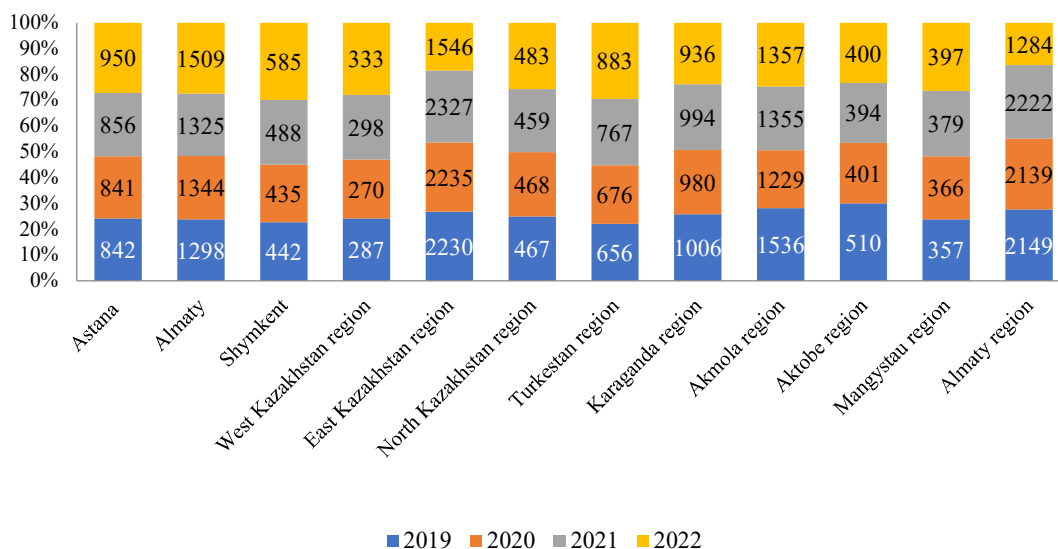


Figure 2. Number of lodging facilities by regions of Kazakhstan*

* Compiled by the authors based on the source [9]

On above-mentioned diagram, the highest indicators are presented in the regions of East Kazakhstan and Almaty region [5]. In addition, these two regions are on the same level. In 2019, the East Kazakhstan region surpassed the Almaty region by 6.8%, in 2020 – by 7.2%, in 2021 – by 8.9%, and in 2022 – by 9.5%.

If we compare the Akmola region and the Almaty region, then in 2022 the Almaty region showed an increase of 9%. Akmola region in 2022 took the second place in terms of the number of placements after East Kazakhstan (Figure 3).

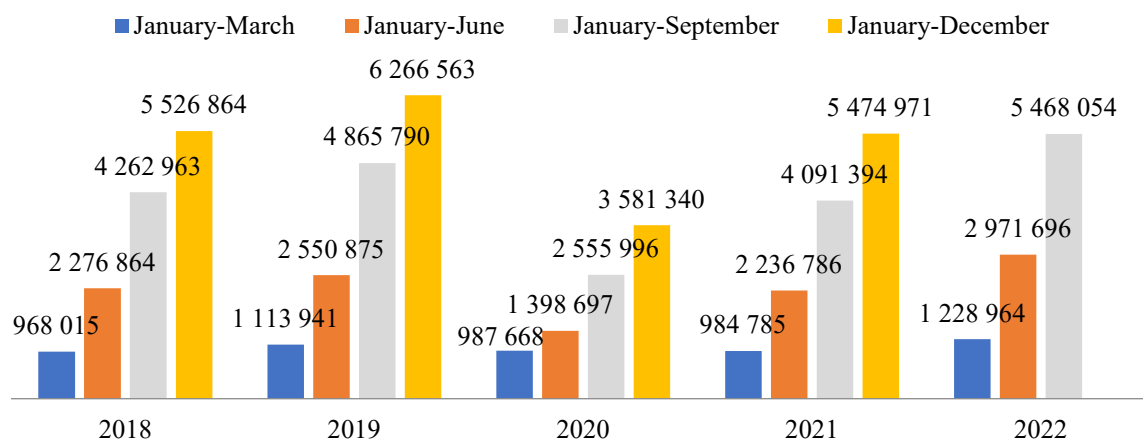


Figure 3. The number of visitors served at accommodation facilities in Kazakhstan, in thousands of people*

* Compiled by the authors based on the source [9]

The statistics presented above illustrate the number of guests accommodated in lodging facilities in Kazakhstan over the last five years. For the first time in 2018, in the months of January-March, the number of visitors amounted to 968,015 people. In the months of January-June there were 1.3 million visitors, in January-September about 1.9 million visitors, and in the last months of the year, in January-December, the number of visitors amounted to 1.2 million people. In general, the largest number of visitors was registered in the months of January-December in 2019 (Figure 4).

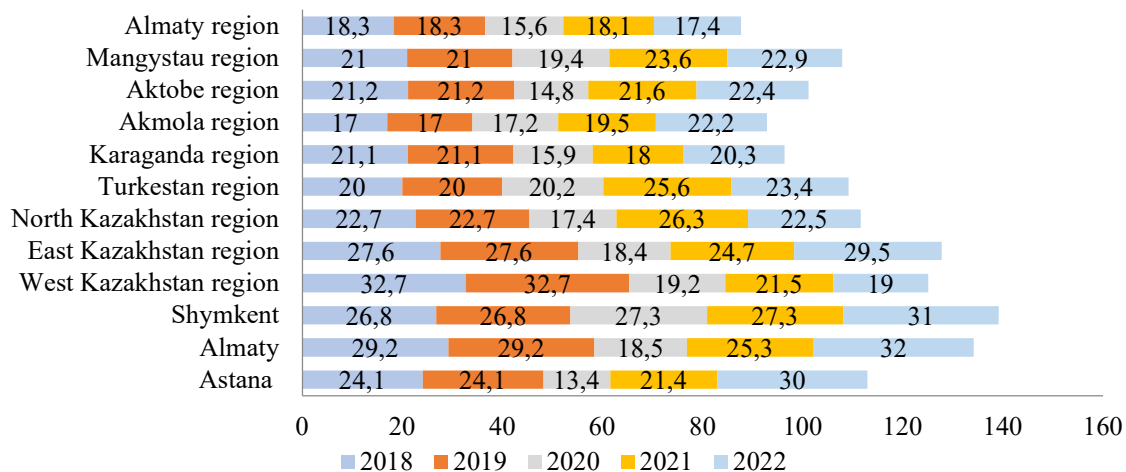


Figure 4. Recommended daily hotel occupancy rate, %*
* Compiled by the authors based on the source [10]

The information provided indicates the percentage of occupancy of guest houses in Kazakhstan for the past five years. If we start from 2018-2019, the leading indicator here shows the West Kazakhstan region by 32.7%, the Karaganda region is 17% lower [6].

In 2020, the city of Shymkent accounted for 27.3%, and the Aktobe region 14.8%. The recommended daily occupancy rate of hotels in three major cities of the Republic of Kazakhstan are 30% in Astana, 32% in Almaty, and 31% in Shymkent [7].

If we compare the city of Astana with previous years, then in 2020, under the influence of pandemics, it fell by 13.4%.

The global pandemic has greatly affected numerous sectors of the economy, including leading to the largest global crisis affecting the tourism industry. According to the World Tourism Organization, 2020 was one of the worst years for world tourism, with a 74% decrease in international travel compared to 2019 [8].

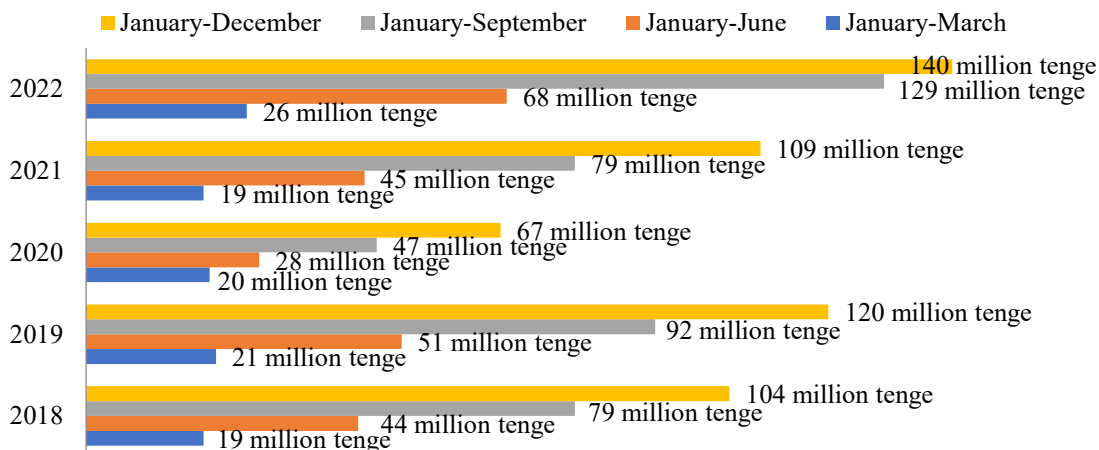


Figure 5. Service provision levels in accommodation facilities in Kazakhstan*
* Compiled by the authors based on the source [10]

The volume of services provided in the settlements of the Republic of Kazakhstan, starting from 2018, the volume of accommodation services provided was calculated without taking into account the services provided in restaurants (Figure 5). Consider only the profit in the hotel business [9]. As widely recognized, the lowest figure was documented in 2020, attributed to the decline caused by the pandemic. In contrast, in 2021, there was a substantial 59% increase compared to 2020. For instance, revenue in January-December 2020 amounted to 67 million tenge, whereas in 2021, it surged to 109 million tenge.

Conclusion. Now, analyzing the indicators of 2018 and of 2022, we can see that in January-March 2018, revenue amounted to 19 million tenge, in 2022 26 million tenge, which is 50.6% more. In January-

March 2018, revenue amounted to 44 million tenge, in 2022-68 million tenge, which indicates an increase of 1.5 times. In January-September 2018, revenue amounted to 79 million tenge, in 2022-129 million tenge, which means it increased by 1.64 times. In January-December 2018, revenue amounted to 104 million tenge, in 2022-140 million tenge, that is, 1.3 times [10].

An examination of the present condition of the hotel industry in the Republic of Kazakhstan suggests that the sector anticipates significant growth and advancement. Nonetheless, efficient management, the adoption of cutting-edge technologies within the local hotel sector, conducting market research on demand for hotel services, and effective business operations are directly linked to the efficiency and profitability of enterprises.

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Омарова А.С., Борбасова З.Н.

ҚАЗАҚСТАНДАҒЫ ЦИФРЛЫ ЭКОНОМИКАҒА ҚОНАҚ ҮЙ БИЗНЕСІНІҢ ӘСЕРІ

Аңдатпа

Экономикалық нарыққа туристік және қонақжайлылық секторы басым әсер етеді, бұл көптеген елдердің экономикалық өсуіне оң әсерін тигізуде. Бүгінгі таңда туристер тарапынан жоғары сапалы қызметтерге сұраныс артып келеді. Туризмнің өркендеуі келушілерді материалдық жағынан да, рухани сергітуді де қажет етеді. Басқаша айтқанда, бұл нысандар туристердің барлық қажеттіліктерін қанағаттандыра алатын жоғары сапалы, заманауи қонақ үй, тамақтану және көлік қызметтерін ұсынумен қатар, олардың мәдени, тарихи және т.б. қызметтер кешені.

Бұл мақалада қонақ үй индустриясының Қазақстанның цифрлық экономикасына әсері зерттеледі. Ол жан-жақты талдау арқылы цифрлық технологиялардың интеграциясы елдегі қонақжайлылық ландшафтын қалай өзгерткенін зерттейді. Зерттеу қонақ үй бизнесі мен цифрлық экономиканың қиылысуынан туындайтын негізгі үрдістерді, қиындықтарды және мүмкіндіктерді анықтайды. Сонымен қатар, ол сектордағы бәсекеге қабілеттілікті арттырудағы технологияларды қабылдаудың, онлайн платформалардың және цифрлық маркетинг стратегияларының ролін анықтайды. Мақалада сонымен қатар цифрландыру итермелейтін жұмыспен қамтуды, біліктілікті арттыруды және инновацияларды қоса алғанда, әлеуметтік-экономикалық салдарлар да талданған. Эмпирикалық деректер мен теориялық негіздерді талдау арқылы бұл зерттеу Қазақстандағы қонақ үй бизнесі мен цифрлық экономика арасындағы дамып келе жатқан динамикасын тереңірек түсінуге ықпал етеді.

Омарова А.С., Борбасова З.Н.

ВЛИЯНИЕ ГОСТИНИЧНОГО БИЗНЕСА НА ЦИФРОВУЮ ЭКОНОМИКУ КАЗАХСТАНА

Аннотация

На экономический рынок преимущественно влияет сектор туризма и гостеприимства, что положительно сказывается на экономическом росте многих стран. Сегодня спрос на качественные услуги со стороны туристов растет. Процветание туризма требует как материального, так и духовного освежения посетителей. Другими словами, эти объекты представляют собой комплекс культурных, исторических и т. д. услуг, а также предоставляют высококачественные современные гостиничные, обеденные и транспортные услуги, которые могут удовлетворить все потребности туристов.

В этой статье исследуется влияние гостиничной индустрии на цифровую экономику Казахстана. На основе всестороннего анализа рассматривается, как интеграция цифровых технологий изменила ландшафт гостиничного бизнеса в стране. В исследовании определены ключевые тенденции, проблемы и возможности, возникающие на стыке гостиничного бизнеса и цифровой экономики. Кроме того, в нем определяется роль внедрения технологий, онлайн-платформ и стратегий цифрового маркетинга в повышении конкурентоспособности отрасли. Статья также проливает свет на социально-экономические последствия, включая создание рабочих мест, повышение квалификации и инновации, стимулируемые цифровизацией. Анализируя эмпирические данные и теоретические основы, это исследование способствует более глубокому пониманию динамики развития гостиничного бизнеса и цифровой экономики в Казахстане.