

Sagadieva Aiym Kairatkyzy
Tuleubayeva Sholpan Kalenovna
Karaganda University named after academician E.A. Buketov,
Karaganda, Kazakhstan

Development trends and problems of the restaurant business in Kazakhstan

Currently, there is an intensive development of the public catering sector in our country. This process affects almost everyone, since the consumers of catering services are to a large extent all residents and guests of the city. Modern life is unthinkable without relaxing in a cozy cafe or restaurant. Employees of many enterprises and organizations use the services of restaurants, cafes, buffets during the working day. In recent years, more and more people choose restaurants of various levels and classes as a venue for banquets on the occasion of any special events. Public catering enterprises are rapidly developing and outstripping many other sectors of the economy of Kazakhstan in their growth dynamics. The payback period for investments in this segment is on average 3-4 years. Restaurants occupy a special place in the public catering system. The restaurant business is a specific type of activity that contributes not only to meeting the needs of the population in high-quality food, but also provides high-quality customer service, satisfying their emotional and aesthetic needs, thereby creating the best conditions for spending leisure time. The restaurant business is one of the few spheres of the domestic economy, in which market relations have fully manifested almost from the very beginning of economic reforms, and today, a decade later, it is the most dynamically developing and highly profitable segment, therefore, promising for investments and attractive for entrepreneurs. In many respects, the development of the restaurant business in modern Kazakhstan took place stochastically, by trial and error, and scientific methods of organizing and managing domestic entrepreneurs for a number of reasons were practically not in demand. However, in the post-crisis period, the situation radically changed: real competition arose in the restaurant services market, and the consumer became more sophisticated, which posed a number of new tasks for the management of enterprises in this service sector, such as the need to improve production efficiency and strengthen the competitive position.

The activities of restaurants in Kazakhstan have also undergone significant changes during the years of the formation of the market economy. The rise in the standard of living of the population influenced an increase in the demand for cultural and leisure services, which contributed to an increase in the number of cafes, restaurants and nightclubs. The development of public catering in recent years is evidenced by the dynamics of the volume of services provided by enterprises in this sector. So, for example, only for the period from 2008 to 2016 the volume of services provided by public catering enterprises increased 3.8 times, significantly outstripping the growth rates of production volumes in other spheres of economic activity. The global financial and economic crisis had a certain negative impact on the development of the public catering sector. In the republic as a whole, this influence

manifested itself in a decrease in the growth rate of the volume of services. In the capital of Kazakhstan, the city of Astana, the development of the food industry has been at a rapid pace in recent years. The share of catering establishments in Astana in the total volume is 5.1%, the restaurant chain is 14.5% and the number of seats is 14.9%. Regions of high population density (south of the Republic, Shymkent city) or high income regions (oil-producing west - Aktau, Atyrau, Aktyubinsk) are of significant interest to investors. In the crowded, densely populated south, the traditions of oriental food are strong, there are many small eateries, private kebabs that contain members of the same family. In the western regions, the situation is the opposite, the income level is significant, due to the oil-producing and processing specifics of the region, and the population density is rather low. The analysis showed that the level of development of the restaurant business in other regions of Kazakhstan is low, and catering outlets in Astana most often copy those in Almaty. As for the quality of service, the main problem is the relatively low competition in this market. The development of the restaurant business is also of great importance for the creation and modernization of the region's tourism infrastructure. According to most researchers, the main factor holding back the development of inbound tourism in Kazakhstan is the lack of a tourism and hospitality industry that meets modern international standards. Therefore, at present there is a need to study management issues in catering enterprises, as well as to develop entrepreneurial solutions in the restaurant business. Development planning is one of the most important elements of managing an entrepreneurial structure, whose activities are characterized by a high level of innovation, a high degree of risk and the ability to adapt to rapidly changing external conditions. In recent years, more and more attention has been paid to the development of information technology. In this regard, the introduction of automated control systems into the production process is becoming an urgent task for entrepreneurs and middle managers. The restaurant industry, like other areas affected by the devaluation, is experiencing an alarming drop on several points at once. Experts note that the attendance of many establishments fell by 35-40% over six months, and the average check fell by 20%. How do market participants go through such changes, which restaurant formats have not withstood the competition, and which, on the contrary, are moving towards prosperity?

Experts note that fluctuations in currency rates and consumers' desire to save money, first of all, affected the profitability of restaurants. In just a few months, they had to change the concept, optimize their business processes, lower prices, or even develop an anti-crisis menu. But despite all the difficulties, restaurateurs are not discouraged, and new premium-class places appear with enviable regularity. The richest in terms of services and variety of menu "Restaurant Yard East-West". This restaurant opened relatively recently, but bigger is not always better, in terms of the variety of services this restaurant is in the first place among restaurants. The other restaurants got the impression that they have approximately the same list of services, they have a similar cuisine. Mostly the difference in price, but in general, the restaurants are very similar to each other. As a conclusion, we note that a dynamically developing industry is one of the most flexible spheres of the economy.

However, there are specific difficulties that exist in any area of business. This market segment is not oversaturated with quality supply. Most establishments close almost immediately after opening, perhaps because the entrepreneur did not calculate his strength and leaves the market. The value for money is controversial, most establishments either copy foreign establishments, or the establishment came from abroad, like many fast-food establishments. The catering sector has a lot to move, having the experience of foreign establishments. Today, eating out is a part of everyday life. All possible negotiations in a restaurant, get-togethers with friends after work and much more. People want to eat all the time, so the food industry is the last to feel the impact of the crisis. Today Kazakhstan is actively implementing the strategy of industrial and innovative development, successfully carrying out social modernization. The entry of the country into the list of the thirty most successful economies in the world implies not only an industrial component, but also one of the most important components ensuring the quality of life, such as the restaurant business. The leader of the country in his Address "Kazakhstan's way - 2050: Common goal, common interests, common future", predicting the future of the Republic of Kazakhstan, noted: "According to many forecasts, the next 15-17 years will become a "window of opportunity" for a large-scale breakthrough of Kazakhstan". And this "window of opportunity" must be used for the qualitative development of the restaurant industry. Moreover, this is also required by the upcoming major world events in the country - EXPO-2017, and possibly the Olympic Games in 2022. Indeed, without a developed infrastructure, high-quality service, a wide assortment and affordable restaurant services for significant masses of its own population and tourists, it is impossible to hold these grandiose events at a decent level. The object of research in this article is the problematic points and prospects for the development of the restaurant business in the Republic of Kazakhstan. When processing the factual material, such traditional scientific methods as dialectical, chronological, logical, scientific generalizations, statistical and comparative analysis were used. Methods of comparison, ranking, structuring goals, as well as modeling and expert assessments were used as research tools.

The development of the restaurant business is not carried out in isolation, but under the influence of a number of factors, the influence of which occurs independently of the market entities. Factors influencing the activities of catering enterprises are attributed to the marketing environment. The restaurant business as a branch of the economy can function successfully in the presence of a favorable marketing environment. Therefore, the necessary preconditions for the intensive functioning of the restaurant and hotel business are monitoring the marketing environment, as well as planning and implementing preventive measures aimed at reducing the negative impact of factors in the marketing environment. Studying and monitoring the marketing environment is essential for businesses to adapt to changing environmental factors, respond to market indicators, be mobile and flexible, adapt the marketing mix and maintain economic sustainability.

The public catering sector in Kazakhstan is mainly engaged in small business, whose actions are based on general economic development, increasing the population's ability to pay. Therefore, this area is more dependent on changes in

demand and its needs. Its further development is more connected with self-regulation, through the development of public associations, organizations whose activities are aimed at improving the standards of service, the quality of conditions for clients. The Kazakhstani public catering market is growing at a very good pace. According to various studies, the turnover of restaurateurs per year increases by an average of 10-20%. Analysts believe that the reason for this growth was the increased purchasing power of Kazakhstanis: more and more people prefer to eat not “on the run”, but to visit any establishments from cafes and eateries to premium restaurants. 89 Nevertheless, the restaurant business in Kazakhstan is not yet sufficiently developed; there are many vacant niches in the public catering market. For example, Kazakh cuisine has great potential for international branding and the development of the national style food industry.

LIST OF LITERATURE:

1. Kovaleva N.I. Nikolskaya Yu.I. International experience in training personnel for the tourism industry. / Professional education in the field tourism as a condition for improving the quality of tourist services. Topic. Sat. mat. int. scientific and practical. conf. -M., 2012. -S.273-279.
2. Kvartalnov V.A. Tourism: history and modernity: Izbr. works: In 4 volumes. Vol. 1U. Book. seventh: The system of training tourist personnel. -M .: Finance and statistics, 2002 .- 400 p.
3. Restaurant market of Kazakhstan [Electronic resource]. // Website Capital Center for Business Information [https:// kapital.kz/business](https://kapital.kz/business)
4. Volokhov A.I., Kalieva A.E. The current state and development trends of the restaurant business in Kazakhstan. // Bulletin of the Kazakh-American Free University. - Almaty, 2017.
5. Medeubaeva Zh.M., Esaydar U.S. Problems, risks and prospects for the development of the restaurant business in the republic of kazakhstan. // bulletin of the journal of almaty technological university. - Almaty, 2014.- No. 1