

performing - act, formulization of measures, implementation, which provide achievement to objectives or the most approach to forecast conditions. In this case all determinants of D. Uznadze's theory of "attitude" are involved and this is feasible point of inner attitude, which was general goal of our determination.

**Conclusion:** Therefore administration and management is a sequential system of knowledge, whole complex of concepts, theories, principles, methods, stated in accordance with human nature. And as an art it is a possibility of effective use of the scientific data about administration. This is an goal influence over economic subjects and humans, which is performed for desired results of their actions. As a process, it is an unity of management influence, which provides end of purpose. As an apparatus, it is an unity of structures an humans, who provides all resources of socio-economic system and usage for end of purpose. Finally, administration and management is a practical activity status, which includes multi-function process of activity, which plays an important role as a result of many circumstances of human attitude.

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#### **THE INFORMATION AND COMMUNICATION TECHNOLOGIES FOR DECISION MAKING IN THE HOSPITALITY INDUSTRY: FOREIGN EXPERIENCE**

**Abstract.** Modern trends in the hospitality industry, in particular, the personification of service and complete concentration on the requests and needs of guests necessitates the use of information and communication technologies, which will enhance the range of services in the sphere of hospitality.

**Keywords:** Hospitality industry; information and communication technology

**Аннотация.**Современные тенденции развития индустрии гостеприимства, в частности, персонификация обслуживания и полная концентрация на запросах и потребностях гостей обуславливают необходимость использования информационно-коммуникационных технологий, которые будут способствовать повышению эффективности комплекса услуг сферы гостеприимства.

**Ключевые слова:** Индустрия гостеприимства, информационно-коммуникационные технологий

## 1. INTRODUCTION

Market wisdom today suggests that hospitality companies must embrace technology to compete against traditional competitors, as well as entrants that build their businesses with the latest technology. In this changing environment, new models of distribution must be designed to lead the charge. A strategic information management function should facilitate the business mission of its enterprise through managed information, managed processes, and managed Information Technology (IT) [1].

Implementation of modern business is only permitted within the use of information, communication and computer systems, which are divided into: a global reservation system; information management system; satellite communications; a digital network; satellite printers; integrated communications network; Smart Cards; multimedia systems; e-commerce and others [1, 2].

Information and communication technology can be used not only for operational purposes, but also for tactical and strategic management. This empowers hospitality enterprises to communicate directly and more efficiently with prospective customers and suppliers as well as to achieve competitive advantage.

Current applications of computer information technologies in the hospitality industries can be grouped into main areas: operational, guest services and management information. The overall functionality of these applications is similar across a range of different hospitality organisations though the technology used to support them may vary.

## 2. INFORMATION AND COMMUNICATION TECHNOLOGIES

Information and communication technologies are diffusing in eight key areas of hotel operations [3]:

1. marketing, distribution, reservations and sales;
2. telecommunications;
3. guest accounting;
4. room management;
5. back office;
6. food and beverage control;
7. energy management; and
8. safety and security.

In today's information technology market for hospitality industry, several companies use "western" management technologies [4]. Every manager of the hotel, depending on your preferences set by the chains and understanding the need for a variety of functions in the control system, can always find the best option for themselves. Unfortunately, another strong trend, when the choice is made based on the price, and less attention to manufacturability, functional fullness and reliability of the systems. This is mainly due to the fact that there are no clear criteria for assessment of hotel systems that take into account many parameters. Perhaps that is why in recent years more confidence caused by foreign manufacturers systems that have more than 30 years of experience in the automation of hotel business processes.

The Internet as a channel of distribution has become one of the most successful channels used by consumers to research travel options, compare prices and make reservations for airline tickets, hotel rooms and car rental. Therefore, the provision of online travel services is the single most successful business-to-consumer (B2C) segment on the Internet [5].

The Internet is also having a profound effect on the internal and external operating procedures within the hospitality industry.

The Internet helps to access new customers on a global basis and enables to streamline operating procedures. Integrating daily operations such as sales, marketing and distribution as well as aggregating demand to drive down prices on the procurement side are some of the major benefits of the Internet. The majority of large tourism and hotel organizations are currently present in the global distribution systems (GDSs). The Internet is one of the main distribution channels, which enable tourism and hospitality companies to overcome their challenge of being globally represented.

In order to improve the quality of services CALL-CENTERS (call centres with the client) were invented. These centres are aimed at the formation of a contingent gain of new enterprise customers. Service helps to make better quality of customer service, as well as increase the volume of sales. Call-centres advantage lies in the fact that the client exists a personal contact, which in turn determines the customer's trust in the organization, in which he appealed.

SoftBrands Company is the world's largest provider of information technology and automation solutions for the hospitality industry with the experience of some 5,000 installations in more than 100 countries worldwide. The main direction of activity is providing effective business solutions and comprehensive services for the automation of enterprises hospitality industry. The proposed solutions are based on family epitome Solutions and Core systems and include control systems for hotels, corporate management system, e-commerce and business intelligence. It provides a wide range of professional services, designed to achieve maximum effectiveness of automation projects, taking into account the characteristics and requirements of each individual client. Consulting Services Company to help customers successfully apply the latest management techniques and guest service standards, using modern technological solutions. Implementation of systems is carried out in a manner, which provides a structured, and efficient project implementation. When making management decisions on the use of products epitome Solutions and Core allow customers to provide the highest quality of hotel services. Systems are based on five fundamental elements - stability, functionality, ease of use, minimal maintenance requirements and opportunities of information processing.

Following the acquisition of HIS company SoftBrands is the world's second-largest supplier of solutions in the hospitality industry with an annual turnover of more than \$100 million. The Corporation HIS is a technology leader in the international market integrated solutions for hotels and hotel chains, and helps to improve key business processes and increase profitability of enterprises of hotel industry. HIS is the developer of hotel management systems epitome PMS and system of corporate governance HIS Core. Solutions of epitome Solutions and HIS Core are complement of the existing range of products and SoftBrands will be positioned primarily as a solution for chain hotels, hotel chains, large individual hotels and hotels of 4-5 \* level.

Software solutions from Amadeus Hospitality GmbH company and specialize in the implementation and maintenance of integrated management systems for hotels, restaurants and SPA-centres. As a basis for the automation of the enterprises the system of the new generation is used: Amadeus Property Management System, including the Amadeus Conference Management (automation of hotels, conference centres), InfoGenesis POS (automation of restaurants and entertainment clubs) and the Reservation Assistant (Automation SPA and fitness centres)

Amadeus PMS, in addition, to the possibility of direct programming of business processes in the next period of activity, helps the head in the analysis of accumulated statistics

for past periods, which allows to determine the optimal strategy for further development of the enterprise and, therefore, increase the income received. Amadeus PMS provides accommodation information about available rooms and rates in international resource reservation and receive bookings from global networks. Amadeus PMS is ideal for hotels of any size - for a small hotel, and for a major hotel chain, and integration with related systems provides a single automated control system of the hotel complex. For example, Amadeus PMS in multi-hotel configuration, including the Amadeus Conference Management is solution into a single information space with a single database for all chains. Features such as mutual access to information and resources, the possibility of cross-charges and integration with centralized or establishing a separate "third" systems allow optimally build the operational management of the entire hotel chain at the right level to organize the uniform standards of all services, and to centralize some of them and as a result, increase enterprise profitability and sustain corporate style standards of service quality reviews on all objects. Introduction of management marketing program that is identical for all hotels, accounting and control over its implementation, all this is possible with the help of Amadeus PMS.

One of the world's largest German corporations Micros-Fidelio specializes in control systems for hotels and restaurants for over 25 years, its number of users in the world more than 7.5 thousand. Such a system has been installed in 100 major hotel chains (Sheraton, Hilton, Marriott, Hyatt, Kempinsky, etc.). Fidelio is a fully integrated suite of software designed to maximize the effectiveness of the work of the hotels. The system supports all stages of work: from computer reservations, registration, accommodation and guests to control room fund, accounting and finance. Functionally complex is divided into several modules: the booking number fund management unit (creation, displaying, analysing blocks of rooms), tariffs (view, edit, optimized), packaging services and check-in and check-out guests, preparation of reports.

### **3. CONCLUSION**

ICTs have penetrated hospitality management at a fast pace, integrating the hotel operations, reshaping the marketing function, improving total efficiency, providing tools for marketing research and partnership building, and enhancing customer services, while also providing strategic opportunities. In addition, consumers increasingly expect ICT facilities in their rooms; internet access via the television set and data ports have become standard for higher hotel categories. The Internet has improved the hotel representation and reservation processes dramatically. Bookings through the web is particularly convenient for customers who frequent the hotel as that provides an efficient and effective communication mechanism. The greater the capacity, number of departments, transactions, arrivals, departures and reservations, the greater the need for technologies to facilitate the processes. Further integration between PMSs and Hotel CRSs can improve efficiency, facilitate control, reduce personnel and minimize the response time to both customers and management requests [6].

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