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Ж 93

Жібек жолы, туризм және қонақ үй бизнесі индустриялары: Конференцияның материалдары(13-14 сәуір 2018 ж.) = Шелковый путь, индустрии туризма и гостиничного бизнеса: Материалы конференции (13-14 апреля 2018г.) = The Silk Road and the Tourism and Hospitality Industries: Conference Proceedings (April 13-14, 2018) Жалпы ред. басқ. Кеун Джанг Ли,- Алматы-Астана: Академпресс, 2018-Қазақша, орысша, ағылшынша

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Бұл кітап 2018 жылдың 13-14-ші сәуірінде КИМЭП университеті (Алматы, Қазақстан) өткізген КИМЭП Университетінің 15-ші халықаралық ғылыми-зерттеу конференциясының, Арнайы бірлескен конференция: «Жібек жолы, туризм және қонақ үй бизнесі индустриялары» материалдарын ұсынады. Конференцияда « Жібек жолы мен Ұлы дала жері бойындағы экономикалық интеграция » тақырыбы бойынша ғылыми баяндамалар, презентациялар және сарапшы пікірі ұсынылды.

Данная книга содержит материалы 15-й международная научно-исследовательская конференция Университета КИМЭП, Особая совместная конференция: «Шелковый путь, индустрии туризма и гостиничного бизнеса». (KIRC- 2018), проведенной Университетом КИМЭП (Алматы, Казахстан) 13-14 апреля, 2018 г. На конференции были представлены научные доклады, презентации и мнения экспертов на тему: «Экономическая интеграция вдоль нового Шелкового пути и Земли великой степи»

This book represents the Official Proceedings of the 15th KIMEP International Research Conference, Special Joint Conference: The Silk Road and the Tourism and Hospitality Industries (KIRC- 2018) held 13-14 April 2018 at KIMEP University in Almaty, Kazakhstan. This KIRC featured scientific papers, professional presentations and expert panel discussions on topics related to the theme of «Economic Integration along the New Silk Road and Land of Great Steppe»

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**КИМЭП Университетінің 15-ші халықаралық ғылыми-зерттеу конференциясы
Арнайы бірлескен конференция: «Жібек жолы, туризм және қонақ үй бизнесі индустриялары»
2018 жылғы 13-14 сәуір
Алматы қаласы, Қазақстан**

Конференция тақырыбы:

Жібек жолы мен Ұлы дала жері бойындағы экономикалық интеграция

Құрметті ханымдар мен мырзалар!

Аталмыш пәнаралық конференция Жаңа жібек жолы бойындағы Орталық Азия елдері алдында тұрған конструктивті және инновациялық экономикалық интеграцияны зерттеуге, сонымен қатар өмір сүріп жатқан елімізге қарамастан әрқайсысымызға әсер ететін жаһандық мәселелерді қарастыруға бағытталған. KIRC бухгалтерлік есеп, менеджмент, экономика, қаржы, ақпараттық технологиялар, туризм және қонақ үй бизнесі және басқа да салаларда қызмет ететін ғалымдар, іскер көшбасшылар және басқарушылар арасында идеялармен, құндылықтармен, ғылыми зерттеулермен және тәжірибемен алмасуға мүмкіндік береді. Конференцияның негізгі тілі ағылшын тілі болғандығына қарамастан, баяндамашылар мен тыңдаушылардың ыңғайына қарай бірнеше сессия қазақ және орыс тілдерінде өткізу жоспарланған. Зерттеу баяндамаларымен қатар біріккен конференция аясында «Жібек жолы, туризм және қонақ үй бизнесі индустриясы» тақырыбында арнайы дөңгелек үстелдер және семинарлар жүргізіледі. Конференция Бэнг атындағы бизнес факультетімен, КИМЭП Университеті (Қазақстан), Қонақ үй менеджментінің Оксфорд мектебімен, Оксфорд Брукс Университеті (Оксфорд, Ұлыбритания), Қонақ үй және туристік менеджмент мектебімен, Гонконг политехникалық университеті (Гонконг, Қытай), Мугла Сики Кочман Университетімен (Түркия), Кюнг Хи Университетімен (Оңтүстік Корея), Туризм саласындағы ғылыми ассоциациямен (Түркия) және Амхерсттегі Массачусетс Университетімен (АҚШ) бірігіп ұйымдастырылып отыр. Конференция Жібек жолы бойындағы туризм және қонақ үй бизнесінің әлеуметтік-мәдени, экономикалық, саяси, экологиялық және технологиялық қиындақтарын қарастыратын баяндамаларды қатысуға шақырады.

Арнайы біріккен конференция тақырыбы: «Жібек жолы, туризм және қонақ үй бизнесі индустриялары»

Жібек жолы Қытайдан Жерорта теңізіне дейін Шығыс пен Батысты біріктіре отырып, ғасырлар бойы Азия континенті аймақтарының мәдени қарым-қатынас пен экономикалық ынтымақтастықтың негізгі орталығы ретіндегі көне сауда жолдарының жүйесі болған. Жібек жолы елдерінің (Қытай, Қазақстан, Иран, Қырғызстан, Өзбекстан, Түркия, Үндістан және Ресейді қоса алғанда) соңғы бастамаларын ескере отырып Жібек жолы қазіргі әлемге ықпалын тигізу потенциалы бар сауда және мәдени алмасу мүмкіндігін ұсына алады. Яғни, қарқынды экономикалық жаһандану, мәдени алуантүрлілік және ақпараттық технологиялардың жедел даму заманында Жібек жолы туризм және қонақ үй бизнесі индустриялары үлкен мүмкіндіктер ұсынып отыр.

Біріккен конференция Жібек жолы аясындағы туризм және қонақ үй бизнесінің әлеуметтік-мәдени, экономикалық, саяси, экологиялық және технологиялық қиындықтары мен проблемаларына арналған жұмыстарды қатысуға шақырады.

Біз тұжырымдамалық зерттеу жұмыстарымен қатар әртүрлі аймақтық және ұлттық контексттегі (мысалы: Қытай, Үндістан, Ресей, Қазақстан, Иран, Түркия сияқты елдер, бірақ бұл тізіммен шектелмейтін) ақпаратты біріктіретін, туризм және қонақ үй бизнесі саласында зерттеулерді алға тартатын, сонымен қатар Жібек жолы және туризм мен қонақ үй бизнесі индустриялары арасындағы өзара әрекеттесуді және диалогтық байланысқа практиктерді жолдайтын тәжірибеге негізделген жұмыстарды қабылдаймыз.

Конференция аясында Сізді толғандыратын және ілгері тартатын сессияларға қатыса отырып, әлеуметтік шараларға қанағаттанып, ғылыми-зерттеу байланыстарыңызды жаңа деңгейге шығарасыз деп үміттенеміз.

Ғылыми жұмыстарды жазу бойынша ЖОО-дан кейінгі деңгейде білім алушыларға және докторанттарға арналған тренинг

Курс жетекшісі – профессор Хоссейн Олйа

Осы курс ЖОО-дан кейінгі деңгейде білім алушыларға ғылыми жұмыстарын дайындау сатысында презентациялау дағдыларын дамытуға арналған. Курс бекітілген кесте бойынша сұрақ-жауап және кері байланыс түрінде өтетін ашық семинарлардан тұрады. Курсты «Бизнестегі студенттерге арналған зерттеу әдістері» атты әлемдік бестселлерді бірлесіп жазған автор жүргізеді.

Академиялық басылымдарда зерттеулерді жариялауға дайындау бойынша журнал редакторларынан тренинг:

Профессор Кайе Чон («Саяхат және туризм маркетингі журналының» редакторы),
Профессор Левент Алтинай («Қызмет көрсету индустриясының журналының» редакторы)

Ғылыми жұмыстар мен рефераттарды тапсыру

Жоғарыда аталған тақырыптар және салалар бойынша рефераттарды, кеңейтілген рефераттарды, толық ғылыми жұмыстарды, презентациялар мен ситуациялық зерттеулерді kirc@kimep.kz электрондық мекенжайға жіберулеріңізді өтінеміз. Конференция ұйымдастырушыларының өкілдерінің арнайы біріккен комитеті рефераттарды, кеңейтілген рефераттарды, толық ғылыми жұмыстарды, презентациялар мен ситуациялық зерттеулерді қарастырғаннан кейін өз шешімдері және ескертулері туралы авторларға 2018 жылдың 19 ақпанына қарсы өз жауабын береді.

Жарияланымдардың мүмкіндіктері

- Таңдаулы толық жұмыстар мен ситуациялық зерттеулер «Орталықазиялық бизнес зерттеулер журналында» (ISSN: 2073-5901) жарияланады
- «Қызмет көрсету индустриясы журналы» (арнайы шығарылым: Жібек жолы және қызмет көрсету индустриясы)
- «Туризм бойынша азия-тынықмұхиттық зерттеулер журналы»
- «Саяхат және туризм маркетингі журналы»
- «Заманауи туризмді басқарудың халықаралық журналы»
- «Туризм маркетингі және менеджменті журналы»

Маңызды күндер

- Рефераттарды тапсыру (қолданылған әдебиеттердің тізімінен бөлек 400-500 сөз): **2018 жылғы 19 ақпан**
- Жұмыстарды қарастыру қорытындылары: **2018 жылғы 1 наурыз**

Қабылданған рефераттардың авторларына аяқталған немесе аяқталу үстіндегі жұмыстарды тапсыру ережелері туралы хабар жіберіледі.

- Қорытынды жұмыстарды тапсыру (аяқталған және аяқталу үстіндегі): **2018 ЖЫЛҒЫ 15 наурыз**

Рефераттарды келесі электронды мекенжай бойынша жіберулеріңізді өтінеміз: kirc@kimep.kz

Мекенжайымыз:

КИМЭП Университеті
Қазақстан Республикасы, 050010
Алматы қаласы, Абай даңғ. 4, 334 кеңсе

Байланыс ақпараты:

Сәуле Смаилова, Ғылыми зерттеулер жөніндегі үйлестіруші,
E-mail: Kirc@Kimep.kz
тел:+7(727) 270 4477 ішкі 2167

Ғылыми зерттеулер жөніндегі директор: Кеунг Жанг Ли, PhD

E-mail: kjlee@kimep.kz
Тел:+7(727) 270 4477 ішкі 2339



**15-я международная научно-исследовательская конференция Университета КИМЭП
Особая совместная конференция: «Шелковый путь, индустрии туризма и гостиничного
бизнеса»**

13-14 апреля 2018 г.

г. Алматы, Казахстан

Тема конференции:

Экономическая интеграция вдоль нового Шелкового пути и Земли великой степи

Уважаемые дамы и господа,

Данная междисциплинарная конференция сосредоточена на изучении конструктивной и инновационной экономической интеграции, стоящей перед странами Центральной Азии вдоль Нового шелкового пути, а также на изучении глобальных проблем, влияющих на каждого из нас вне зависимости от страны нашего проживания. KIRC способствует обмену идеями, ценностями, научными исследованиями и опытом между учеными, бизнес лидерами и управленцами **в сферах бухгалтерского учета, менеджмента, экономики, финансов, информационных технологий, туризма и гостиничного бизнеса, и других смежных областях.** Несмотря на то, что основным языком конференции является английский, некоторые сессии запланированы на казахском и русском языках для удобства докладчиков и аудитории. В дополнении к исследовательским докладам в рамках совместной конференции будут проводиться специальные круглые столы и семинары на тему **«Шелковый путь, индустрии туризма и гостиничного бизнеса».** Конференция организуется совместно с факультетом бизнеса им. Бэнга, Университет КИМЭП (Казахстан), Оксфордской школой гостиничного менеджмента, Университетом Оксфорд Брукс (Оксфорд, Великобритания), Школой гостиничного и туристического менеджмента, Гонконгским политехническим университетом (Гонконг, Китай), Университетом Мугла Сики Кочман (Турция), Университетом Кюнг Хи (Южная Корея), Научной ассоциацией туризма (Турция) и Университетом Массачусетса в Амхерсте (США). Конференция приглашает к участию доклады, рассматривающие социально-культурные, экономические, политические, экологические и технологические сложности и вызовы развития сферы туризма и гостиничного бизнеса вдоль Шелкового пути.

**Особая совместная конференция на тему: «Шелковый путь, индустрии туризма и гостиничного
бизнеса»**

Шелковый путь являлся древней сетью торговых путей, которая на протяжении веков служила главным центром культурного взаимодействия и экономического сотрудничества регионов азиатского континента, соединяя Восток и Запад от Китая до Средиземного моря. Принимая во внимание последние инициативы стран Шелкового пути (включая Китай, Казахстан, Иран, Кыргызстан, Узбекистан, Турция, Индия и Россия), Шелковый путь обещает предложить возможности торговли и культурного обмена, имея потенциал оказать влияние на современный мир. В частности, в условиях усиленной экономической глобализации, культурного разнообразия и быстрого развития информационных технологий Шелковый путь предлагает индустрии туризма и гостиничного бизнеса огромные возможности.

Совместная конференция приглашает к участию работы, посвященные социально-культурным, экономическим, политическим, экологическим и технологическим сложностям и проблемам туризма и гостиничного бизнеса в рамках Шелкового пути.

Мы приветствуем как концептуальные исследовательские работы, так и работы, основанные на опыте, которые объединяют информацию различных региональных и национальных контекстов (например, такие страны, как Китай, Индия, Россия, Казахстан, Иран, Турция, но и не ограничиваясь ими), продвигают исследования в области туризма и гостиничного бизнеса, а также направляют практиков во взаимодействии и диадической взаимосвязи между Шелковым путем и индустриями туризма и гостиничного бизнеса.

Мы надеемся, что в рамках конференции Вы примете участие в стимулирующих и заставляющих Вас задуматься сессиях, насладитесь социальными мероприятиями и наладите исследовательские связи.

Тренинг для обучающихся послевузовского уровня и докторантов по подготовке научных работ

Руководитель курса – профессор Хоссейн Олйа

Курс предназначен для предоставления обучающимся послевузовского уровня навыков презентации научных работ на стадии их разработки. Курс включает проводящиеся по определенному расписанию открытые семинары в форме вопросов, ответов и обратной связи. Курс ведет соавтор мирового учебника-бестселлера «Исследовательские методы для студентов в бизнесе».

Тренинг от редакторов журналов по подготовке работ к публикации в академических изданиях:

Профессор Кайе Чон (редактор «Журнала маркетинга путешествий и туризма»), Профессор Левент Алтинай (редактор «Журнала индустрии обслуживания»),

Подача работ и рефератов

Просим присылать рефераты, расширенные рефераты, полные работы, презентации и ситуационные исследования по любым тематикам и областям, указанным выше по электронному адресу kirc@kimep.kz. Специальный совместный комитет представителей организаторов конференции рассмотрит рефераты, расширенные рефераты, полные работы, презентации и ситуационные исследования и сообщит авторам о своих решениях и комментариях к 19 февраля 2018 г.

Возможности публикаций

- Избранные полные работы и ситуационные исследования будут опубликованы в «Центральноазиатском журнале бизнес-исследований» (ISSN: 2073-5901)
- «Журнал индустрии обслуживания» (специальный выпуск: Шёлковый путь и индустрия обслуживания)
- «Азиатско-тихоокеанский журнал исследований по туризму»
- «Журнал маркетинга путешествий и туризма».
- «Международный журнал современного управления туризмом»
- «Журнал маркетинга и менеджмента туризма»

Важные даты

- Сдача рефератов (400-500 слов плюс список использованной литературы): **19 февраля 2018 г**
- Результаты процесса рассмотрения работ: **1 марта 2018 г**

Авторы принятых рефератов будут проинформированы о правилах подачи завершённых или находящихся в процессе завершения работ.

- Подача окончательных работ: (завершённых и находящихся в процессе завершения): **15 марта 2018 г**

Присылайте рефераты по электронному адресу: kirc@kimep.kz

Адрес:

Университет КИМЭП, ,
Республика Казахстан, 050010
Г. Алматы, пр-т Абая 2, офис 334

Контактная информация:

Сауле Смаилова, координатор по научным исследованиям,

Е-mail: Kirc@Kimer.kz

тел:+7(727) 270 4477 вн. 2167

Директор по научным исследованиям: Кеунг Жанг Ли, PhD

Е-mail: kilee@kimer.kz

Тел:+7(727) 270 4477 вн. 2339



15th KIMEP International Research Conference
Special Joint Conference: The Silk Road and the Tourism and Hospitality Industries
April 13-14, 2018, Almaty, Kazakhstan

Conference Theme:

Economic Integration along the New Silk Road and Land of Great Steppe

Dear Sir/Madam

This multidisciplinary conference focuses on the creative and innovative economic integration facing the Central Asian countries along the New Silk Road, but including the global issues that impact all of us, no matter where we live. KIRC facilitates the exchange of ideas, values, research and experience amongst academic scholars, business leaders, and policy makers in the areas of Accounting, Management, Economics, Finance, Information Technology, Tourism, and Hospitality and other related fields. Though the primary language of the conference is English, yet some sessions will be scheduled in Kazakh and Russian to accommodate both presenters and audience. In addition to these academic research tracks, special round table sessions/ work shops/ seminars will be held on “The Silk Road and the Tourism and Hospitality Industries” in Special Joint Conference on “**The Silk Road and the Tourism and Hospitality Industries**” with co-organized by Bang College of Business, KIMEP University (Kazakhstan), Oxford School of Hospitality Management, Oxford Brookes University (Oxford, UK), School of Hotel and Tourism Management, The Hong Kong Polytechnic University (Hong Kong, China), Mugla Sitki Kocman University (Turkey), Kyung Hee University (South Korea) and Tourism Academics Association (Turkey), Massachusetts University Amherst (USA). This conference invites papers that will address socio-cultural, economic, political, environmental and technological complexities and challenges of Tourism and Hospitality development within the Silk Road.

Conference structure and scope:

The conference will consist of concurrent sessions on presentation of research papers as well as guest speeches, panel discussions and work shops. Papers and presentations will be organized on:

- Accounting, Auditing and taxation
- Economics
- Finance
- Management
- Marketing
- Information Systems
- Tourism and Hospitality
- Operations management
- International Business
- Islamic Banking and finance

Special Joint Conference on “The Silk Road and the Tourism and Hospitality Industries”.

The Silk Road or Silk Route was an ancient network of trade routes that for centuries were central to cultural interaction and economic cooperation through regions of the Asian continent connecting the East and West from China to the Mediterranean Sea. With the recent initiatives taken by the countries along the Silk Road (including China, Kazakhstan, Iran, Kyrgyzstan, Uzbekistan, Turkey, India and Russia), the Silk Road promises to offer trade and cultural exchange opportunities with the potential to shape the modern world. Specifically, under the pressing trends of economic globalization, cultural diversity and rapid development of information technology, the Silk Road offers tremendous opportunities for the Tourism and Hospitality Industries.

This Joint conference invites papers that will address socio-cultural, economic, political, environmental and technological complexities and challenges of Tourism and Hospitality development within the Silk Road.

We welcome both conceptual and empirical research papers that link knowledge to different regional and country contexts (For example countries such China, India, Russia, Kazakhstan, Iran, Turkey but not limited to these countries) and advance tourism and hospitality research as well as management practitioners’ understanding of the interactions and the dyadic relationship between the Silk Road and the Tourism and Hospitality industries.

We hope you will participate in stimulating and thought-provoking sessions, enjoy the lively social events and develop research networks during the conference.

The conference will be exploring the overall theme of ‘**The Silk Road and the Tourism and Hospitality Industries**’ and will focus on the following research areas and the sub-themes:

- The economic, political, environmental, and social cultural impacts of the tourism and hospitality industry development on the Silk Road area.
- Cultural and Heritage Tourism
- Global and regional tourism industry integration.
- Tourism industry development and community participation.
- Transportation, Infrastructure and the Tourism and Hospitality Industries.
- Contributions to the tourism and hospitality industries by social media and new technology.
- New tourism and hospitality marketing perspectives for the emerging consumer needs.
- Potential opportunities and threats to the regional tourism and hospitality industry cooperation.
- Security issues and challenges in providing tourism and hospitality services.
- New policies and laws to enforce the Belt and Road Initiative policy for Tourism and Hospitality Industries Development.
- Innovative productions of customized service design.
- Service and enterprise management.
- Service failure, recovery, and customer participation.
- Factors affecting consumers’ behaviours and attitudes toward tourism and hospitality services.
- Pricing of tourism and hospitality services.
- Forecasting and managing the demand for tourism and hospitality services.
- Tourism and Hospitality Industry innovation, development and planning.
- Tourism and Hospitality industry forecasting.
- Tourism and Hospitality Entrepreneurship and Innovation.
- Stakeholder Management and Tourism and Hospitality Industry Development.
- Management of Tourism and Hospitality Experiences.
- Implications of the Belt and Road Initiative for international and domestic tourism and hospitality industry issues.
- Role of Higher Education in the development of cooperation among the countries within Silk Road

Postgraduate Student Papers and PhD Student Training

Track chair

Prof Hossein Olya

This track is designed to enable postgraduate researchers to present their work whilst it is at a development stage. The track will include a timetabled open form 'question, answer and feedback' workshop session with the co-author of the world's best-selling research methods textbook, *Research Methods for Business Students*.

Journal Editors Training on getting your papers published in Academic Journals:

Professor Kaye Chon (Editor of Journal of Travel and Tourism Marketing), Professor Levent Altinay (Editor of the Service Industries Journal).

Papers/ abstracts submission

Please submit your abstract/ extended abstracts/ full paper/ presentation/ and case studies in any above areas/topics to the conference coordinator on the email address: **kirc@kimep.kz** . A conference peer review committee will review abstract/ extended abstracts/ presentation/ and case studies and authors will be informed about the decision/ comments before the 19th February, 2018.

Publication opportunities

- Selected full papers and case studies will be published in Central Asia Business Research Journal(ISSN: 2073-5901) ,
- The Service Industries Journal (Special Issue: The Silk Road and the Service Industry)
- Asia Pacific Journal of Tourism Research
- Journal of Travel & Tourism Marketing.
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality Marketing and Management

Important Dates

- Submission of abstracts (400-500 words, plus references): **19th February 2018**
- Outcome of the review process: **1st of March 2018**

Authors of accepted abstracts will be informed about the submission guidelines for the full and work in progress papers.

- Submission of the final papers: (full and work in progress papers): **15th March 2018**

Please submit abstracts by email to: kirc@kimep.kz

Registration fees:

The conference registration fee includes coffee breaks and Saturday lunch, Gala Dinner

- \$100(one hundred US Dollars) for academics and professional.
- \$20 (twenty US Dollars) for CIS academics
- \$50 (fifty US Dollars) for Phd Students

Address:

KIMEP University,
2, Abai Avenue, office 334
Almaty, 050010, Kazakhstan

Contact information:

Research Coordinator: Saule Smailova,

E-mail: Kirc@Kimep.kz

Tel: +7(727)270 4477. Ext 2167

Research Director: Keun Jung Lee, PhD

E-mail: kjlee@kimep.kz

Tel: Tel:+7(727)270 4477. Ext 2339

Joint Conference Chairs

Professor Sang Hoon Lee, KIMEP University, Kazakhstan

Professor Kaye Chon, Hong Kong Polytechnic University, Hong Kong

Professor Levent Altinay, Oxford Brookes University, UK

Professor Ozan Bahar, Mugla Sitki Kocman University, Turkey

Professor Dae-Kwan Kim, Kyung Hee University, South Korea

Professor Muharrem Tuna, Association of Turkish Tourism Academics, Turkey

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The Head of BCB Innovation Center-Ho Young Lee- Professor

The Head of ExMBA – Bulent Dumlupinar



15 th KIMEP
Joint International Research Conference

Friday, April 13, 2018	
09:00 - 10:00	Registration & Reception New Building, room 205 and 203
10:00 – 11:00	Inaugural Ceremony Moderator: Liza Rybina Congratulatory Speech Speakers: New Building, Hall 1
10:10 -10:20	Dr Bang Chan Young, President of KIMEP
10:20- 10:30	Smagulova Meruert Serikovna Head of Committee in Tourism Culture and Sport Republic of Kazakhstan
10:30- 10:40	Erlan Zhailaubai Head of Tourism Committee of Almaty City
10.40- 10.50	4. Levent Altynay, Chair of Joint Conference
10:50- 11.00	
11.00- 11.20	Tea-Break (Starbucks Area)
	Hall 2 : Strategy of Kazakhstan Tourism along new Silk Road (Round table) Session Chair of Round Table: Yerlan Kozhagapanov (Vice Minister of Culture and Sports of the Republic of Kazakhstan) Moderator: Vladimir Garkavenko Requirment: Presentation within 6 minutes, Discussion within 3 minutes
11.20- 12.30	Professor Muharrem Tuna - Association of Turkish Tourism Academics Topic: How Turkey successfully went from Crisis Smagulova Meruert- Head of Committee Tourism of Culture and Sports of the Republic of

	<p>Kazakhstan Topic: Educational Tourism</p> <p>Head of Tourism Committee of Almaty City- Erlan Zhailaubai Topic: Tourism in Almaty City</p> <p>Head of Tourism Department- Aliya Murzakhmet Topic: New projects in Almaty city</p> <p>Shaikenova Rashida - Association of tourism in Kazakhstan speech</p> <p>Assel Nurkebayeva-Association of Tourist Agencies Topic: Shortage of Educated Tourist specialists</p> <p>Erkin Tikenov- Marketing Director Kazakhstan Travel Hub and Partner of Consulting group “Open Travel Advisory “ Speech</p> <p>Discussant:</p> <p>Riza Kagan Yilmaz – Consul of Turkey</p> <p>Idrissov Kanat-,Deputy of Mayor of Akmolinskaya Oblast</p> <p>Karabayev Tanatar- Director the Oldest Tourist Company in Kazakhstan “Yassawi” Khalifova Aigul- culture program specialist of UNESCO</p> <p>Meiramgul Alibekova- UNICEF in Kazakhstan</p> <p>Narimassa- UNDP representative in Kazakhstan</p> <p>Andrey Beliyaninov- Chairman of the EDB Management Board</p> <p>19.Gordon Haskins- Al Hilal Bank Kazakhstan, Chairmen of Management Board and Chief Executive Officer</p> <p>20.Dana Isabaeva – Head of Business Development and Brand, Marketing, Communications/ Kazakhstan and Central Asia Emst and Young LLP</p>
11.20-12.30	<p>Hall 1 : The Silk Road and the Tourism and Hospitality Industries I Moderator: Professor Dae-Kwan Kim, Dean of Kyung Hee University, South Korea</p>

	<p>Keynote speaker (40 minutes) Professor Tiger Bihu Wu, Director, The International Center for Recreation and Tourism Research, Peking University, China</p> <p>Co-Chair speech(5 minutes) Professor Sang Hoon Lee KIMEP, Dean, Bang Collage of Business</p> <p>Co-Chair speech(5 minutes) Professor Kaye Chon, Dean, School of Hotel and Tourism Management The Hong Kong Polytechnic University, Hong Kong</p> <p>Co-Chair speech(5 minutes) Professor Ozan Bahar, Mugla Sitki Kocman University, Turkey</p>
	KIMEP Campus Tour (15 minutes)
12.30-14.00	Lunch in Noodles, Hotel “Kazakhstan”
14.00-14.50	Hall 1 : The Silk Road and the Tourism and Hospitality Industries I Moderator: Professor Sang Hoon Lee (KIMEP, Dean, Bang Collage of Business)
	<p>Keynote speaker (40 minutes) Wolfgang Georg Arlt West Coast University of Applied Sciences, Germany The Title: The Future of Tourism on the New Silk Route</p> <p>Co-Chair speech (5 minutes) Levent Altinay Oxford Brookes University, United Kingdom</p> <p>Co-Chair speech (5 minutes) Professor Dae-Kwan Kim, Dean, College of Hotel and Tourism Management Kyung Hee University, South Korea</p>

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Dr. Mira Nurmukhanova, Associate Professor of Finance
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Dr. Ho Young Lee, Associate Professor
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Professor Levent Altinay, Oxford Brookes University, UK
Professor Ozan Bahar, Mugla Sitki Kocman University, Turkey
Professor Dae-Kwan Kim, Kyung Hee University, South Korea
Professor Muharrem Tuna, Association of Turkish Tourism Academics, Turkey



КИМЭП Университеті
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КИМЭП Университетінің 15-ші халықаралық ғылыми-зерттеу конференциясы Арнайы бірлескен конференция: «Жібек жолы, туризм және қонақ үй бизнесі индустриялары» 2018 жылғы 13-14 сәуір
Алматы қаласы, Қазақстан
Конференция тақырыбы:
Жібек жолы мен Ұлы дала жері бойындағы экономикалық интеграция
Конференцияның материалдары

15-я международная научно-исследовательская конференция Университета КИМЭП
Особая совместная конференция: «Шелковый путь, индустрии туризма и гостиничного бизнеса» 13-14 апреля 2018 г. г. Алматы, Казахстан
Тема конференции:
Экономическая интеграция вдоль нового Шелкового пути и Земли великой степи
Материалы конференции

15th KIMEP International Research Conference
Special Joint Conference: The Silk Road and the Tourism and Hospitality Industries
April 13-14, 2018, Almaty, Kazakhstan
Conference Theme:
Economic Integration along the New Silk Road and Land of Great Steppe
Proceedings

Almaty 2018
Алматы 2018

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Hall 1: The Silk Road and the Tourism and Hospitality Industries III
Session Chair: Zuhairah Ariff Abd Ghadas(University Sultan Zainal Abidin, Malaysia)

Zuhairah Ariff Abd Ghadas (University Sultan Zainal Abidin, Malaysia)

Proposed Legal Framework for Sharia Compliant Companies: Special Reference to Muslim Tourism Business in Malaysia

Authors: Zuhairah Ariff Abd Ghadas, Hartinie Abd Aziz

Presenters: Zuhairah Ariff Abd Ghadas

**Proposed Legal Framework for Sharia Compliant Companies:
Special Reference to Muslim Tourism Businesses in Malaysia**

Zuhairah Ariff Abd Ghadas

Faculty of Law and International Relations, University Sultan Zainal Abidin, Malaysia

zuhairahariff@unisza.edu.my and svaabah@yahoo.com

and Hartinie Abd Aziz

Academy of Islamic Studies & Arabic Language, Pahang Foundation College, Malaysia

hartinieabdaziz@gmail.com

Short Abstract

Malaysia envisaged to be the hub for global Sharia complaint business and one of the targeted industry is the Islamic tourism industry. Over the years, the tourism industry in Malaysia has grown significantly, both in terms of tourist arrivals as well as economic contribution. The increase number of Muslim tourists globally is contributing to the new tourism trend and offers more tourism products according to Islamic requirements.

In Malaysia, all companies, including those which carried on Sharia compliant businesses are established under the Companies Act which was based on the English common law. This paper discussed a proposed legal framework for companies which carried on various types of businesses related to Muslim tourism such as food and beverages, hotels, tour guide and travel agencies. This paper discusses the concept of Sharia Corporation and its application in tourism companies. Research methodology applied in this paper is the doctrinal analysis which is based on statutory and case law analysis.

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Meral Dursun (School of Tourism and Hotel Management, Batman University, Turkey)

Investigation of Corporate Social Responsibility (CSR) Applications of Chain Hotels in Turkey

Authors: Meral Dursun

Presenter: Meral Dursun

Investigation of Corporate Social Responsibility (CSR) Applications of Chain Hotels in Turkey

Asistant Professor PhD. Meral DURSUN

School of Tourism and Hotel Management, Batman University, Turkey

meraldursun@gmail.com

***Abstract:** The purpose of this paper is to investigate of CSR applications by considering it in the context of the chain/group hotel industry in Turkey. Within this scope, official web sites of hotel companies which are identified by Turkey Hoteliers Association and operating in Turkey examined through content analysis of 60 chain hotels. Findings have shown that foreign chain hotels are better at reporting CSR applications than local ones. It has also been determined that the most frequently announced CSR applications are related to environmental issues. A limited number of studies are available in the literature related to CSR applications in Turkey. Therefore, the study will fill the gap at least in the literature.*

Keywords: corporate social responsibility, CSR applications, chain hotels, Turkey, content analysis

1. Introduction

Today, businesses aim to contribute to the solution of social problems with their social aims, as well as profit and growth. The concept of corporate social responsibility (CSR) states that businesses are a social organization and they are responsible for the environment where operating they are in. According to Carroll (1979), CSR contains the sum of the responsible activities that must be done economically, lawfully, ethically and voluntarily what society expect from businesses at a certain time. In other words, CSR consists of four different types of social responsibilities which are economic, legal, moral and philanthropic (voluntary) directions (Carroll, 1991: 40). The areas of social responsibility of businesses can be divided into business and non-business areas as well as technological, natural, political, economic, social, cultural, psychological and legal titles. It is also possible to classify social responsibilities according to business stakeholders (shareholders, customers, occupations, competitors, government, suppliers, society, natural environment, etc.) (Türker and Uçar, 2013: 158; Karatepe, 2008: 88-89).

Corporate social responsibility disclosure has quickly become a hallmark for companies that acknowledge their impact in the world and strive for the development of sustainable profitable businesses. In order to reduce the adverse impacts of tourism, many accommodation companies have included CSR activities in their strategies for the last 20-25 years (Kucukusta et al., 2013). Especially in dynamic sectors such as tourism sector, CSR practices are mostly carried out in international, national chain hotels and group hotels (Carroll 1999; Bohdanowicz and Zientara 2009). Many national and international chain hotels announce their corporate social responsibility activities through their corporate social responsibility report or sustainability report, which they publish annually via web sites (De Grosbois, 2012). Larger companies have a higher level of corporate social responsibility disclosure than smaller companies (Hackston and Milne, 1996, Adams et al., 1998). Businesses

can strengthen their image in society by sharing different projects with consumers through different methods such as official internet sites, social media applications, advertisements.

Due to its geographical location, Anatolia, which has served as a bridge between east and west since ancient times, has become one of the most important junction points of the Silk Road (www.yigm.kulturturizm.gov.tr). In recent years, attempts have been made to revitalize this historic Silk Road trade, and the settlements on the route have attracted attention again (www.ankasam.org). Therefore, chain hotels have been found in Turkey worth investigating.

In this research, it is aimed to investigate the social responsibility practices of local and foreign chain hotels operating in Turkey which is one of the important points in Silk Road route by using content analysis method to reveal the current situation and to develop suggestions.

2. Research Method

In order to achieve its purpose, the study employed content analysis, a methodology abundantly utilized in the research of corporate social responsibility. Within this scope, official web sites of hotel companies which are identified by Turkey Hoteliers Association (TUROB) and operating in Turkey will be examined through content analysis of 60 chain hotels, 44 of which are local and 16 of which are foreign. Content analysis is a technique of gathering data disclosed in the form of text or content and code it into different categories (Guthrie et al., 2004). The process that is basically done in content analysis is to put together similar data within the framework of certain concepts and interpret them in a way that the reader can understand (Yıldırım and Şimşek, 2013: 259). In this qualitatively designed research, six main themes were identified, namely environment, health, education, disaster and poverty, culture and local issues as a result of the literature search. Each main theme has sub-theme. An evaluation form was used for each website visited and the themes under each category in the evaluation form were rated as done (1) and not (0).

3. Results

Within the scope of the research, official web sites of 60 chain / group hotel operations were examined. 28 local and 3 foreign chain hotels of these hotels have not provided any information about the application of CSR in web sites. For this reason these chain hotels have not been included in the analysis. A total of 29 chain hotels, 16 local and 13 foreign, have been examined within the scope of the research since they have provided information on social responsibility applications through their official web sites.

3.1. The Chain Hotels Having Social Responsibility Applications

19 of the chain hotels examined in the study have been included the CSR title in their official web sites. Seven of them are local and 12 are foreign chain hotels. The number of chain hotels with CSR Report on web sites is 11. Nine of them are foreign chain hotels and 2 of them are local chain hotels (Table 1).

CSR Title	Local	Percent %	Foreign	Percent %	TOTAL	Percent %
Done	7	% 43,75	12	% 92,3	19	% 65,5
Not	9	% 56,25	1	% 7,7	10	% 34,5
TOTAL	16		13		29	
CSR Report	Local	Percent %	Foreign	Percent %	TOTAL	Percent %
Done	2	% 12,5	9	% 69	11	% 38
Not	14	% 87,5	4	% 31	18	% 62
TOTAL	16		13		29	

Tablo 1. Number of Chain Hotels Having Social Responsibility Applications in Their Official Web Sites

3.2. Findings of Social Responsibility Activity Areas of Chain Hotels

When the distribution of social responsibility activities of the chain hotels covered by the survey is examined, it is seen that 44.76% of them are "Environment", 19.36% are "Local Issues", 13.65% are "Education", 7.93% are Disaster and Poverty, 7.30% are "Culture" and 6.98% are "Health". When the total scores of the chain hotel enterprises on their six main theme of social responsibility activities are examined, the highest rate of foreign

chain hotel group has Hilton Worldwide (23 points). This is followed by Jumeriah (22 points) and Accor, Wyndham and Hyatt (20 points) respectively. Club Med has the lowest point (1 point). This is followed by Corendon (6 points) and Kempinski (8 points) respectively. In terms of the local chain hotel group, D Hotels and Papillon have the highest points (14 points). This is followed by Divan (11 points) and Amara (10 points) respectively. Crystal and Paloma have the lowest point (2 points). This is followed by Anemon (3 points), Rixos and Wow (4 points) chain hotel groups respectively.

Within the scope of the research, the points were compared with respect to local and foreign chain hotels' social responsibility applications are availability in their official websites (Table 2). According to the comparison results :

In the **Environment** category, foreign chain hotels place more social responsibility projects on their official web sites than local chain hotels. In all the subcategories (waste reduction, sustainable energy sources, reducing carbon release, reducing energy consumption, reducing water consumption, increasing recycling, conservation of biodiversity) of environmental categories in foreign chains, social responsibility projects are often mentioned, while at least environmental cleanup applications are mentioned. In the web sites of local chain hotels, social responsibility applications related to waste reduction, reducing water consumption and conservation of biodiversity are mostly included. The ShangriLa, Hyatt, Intercontinental, Starwood, Wyndham and Hilton groups from foreign chain hotels have included in their web sites all the social responsibility applications covered under the environmental category in this research framework. The Club Med group, which at least disclose. Only the Papillon group in the local chain hotels has included all the topics in the environmental category on the website. The Crystal and Delphin groups which at least disclose in local chains.

In the **Health** category, foreign chain hotels place more social responsibility projects on their official web sites than local chain hotels. However, both local and foreign chain hotel groups have widely social responsibility application related to eco-labeled product use. On the other hand, issues such as supporting cancer research, awareness in sexual diseases, fighting against insufficient nutrition and obesity are scarce.

		FOREIGN CHAIN		LOCAL CHAIN		TOTAL
		SUB THEME	CATEGORY	SUB THEME	CATEGORY	
ENVIRONMENT	Waste Reduction	12	86	9	55	141
	Sustainable Energy Sources	10		5		
	Reduction of Carbon Release	12		2		
	Reducing Energy Consumption	12		8		
	Reducing Water Consumption	12		9		
	Increasing Recycling	10		6		
	Conservation of Biodiversity	12		9		
	Environmental Cleanup Applications	6		7		
HEALTH	Support for Cancer Research	3	17	1	5	22
	Awareness of Sexual Diseases	1		0		
	Using Ecolabel Products	11		3		
	Fighting Against Insufficient Nutrition and Obesity	2		1		
EDUCATION	Meeting Educational Institutions Needs	6	24	7	19	43
	Internship for Young People	9		5		
	Voluntary Training Programs	9		7		
DISASTER AND POVERTY	Help with Natural Disasters	9	18	1	7	25
	Help the Poor	9		6		
CULTURE	Supporting Artistic Activities	1	5	4	18	23
	Preservation of Historical Places	1		7		
	Supporting Sports Activities	3		7		
LOCAL TERMS	Prevention of Human Trafficking	9	50	0	11	61
	Prevention of Child Abuse	10		2		
	Supporting NGOs	8		2		
	Increasing Women's Employment	9		3		
	Diversification of Local Suppliers	10		2		
	Increasing the Quality of Life	4		2		
TOTAL		200	200	115	115	315

Table 2: Comparison of Social Responsibility Applications of Local and Foreign Chain Hotels

In the **Education** category, foreign chain hotels place more social responsibility projects in their official web sites than local chain hotels. In this category, while foreign chains provide more opportunities for internships and voluntary training programs for young people, local chains provide more opportunities for voluntary training programs and needs of educational institutions. Hilton Worldwide, Accor, Wyndham, Hyatt, Jumeriah and Shangri La groups from foreign chain hotels have included all education issues in their web sites. Also, Divan, D Hotels and Aska from local chain hotels stand out in this category.

In the category of **Disaster And Poverty Assistance**, foreign chain hotels are more involved in social responsibility projects than the local chain hotels in their official websites. While foreign chains provide both helping with natural disasters and helping the poor, the local chains have focused on helping the poor.

In the **Culture** category, the local chain hotels place more social responsibility projects in the official web sites than the foreign chain hotels. Foreign chains seem to be most concerned with supporting sporting activities, while local chains are more concerned with the protection of historical sites, supporting sporting activities and supporting artistic activities. Divan and D Hotels from local chain hotels stand out in this category.

Looking at the **Local Terms** category, it is seen that foreign chain hotels have more social responsibility projects in their official web sites than local chain hotels. In this category, the topics of web sites of chain hotels include prevention of human trafficking, prevention of child abuse, supporting NGO's, increasing women's employment, diversification of local suppliers and increasing quality of life. Hilton Worldwide, Accor, Wyndham, Intercontinental, Hyatt, Rezidor, Marriott, Jumeriah and Shangri La groups from foreign chain hotels have included all local issues in their web sites.

4. Conclusions

The study found that the CSR disclosure by chain/group hotels in Turkey is still insufficient. It has been observed that almost half of the hotels we review do not provide any information on corporate social responsibility in their official websites. In announcing its corporate social responsibility activities of operating in chains and group hotel business in Turkey in a study that determined the efficacy using the website (Boğan et al., 2016), have found similar results, and the results are explained with three possibilities: the lack of this CSR practices, lack of awareness and to make use of different tools.

In this study it has been determined that chain / group hotel companies' web sites have the most common environmental related applications within social responsibility activities. When the applications related to the social responsibilities of the hotels are examined, it is seen that environmental and tourism applications are inextricably linked (Kozak, et al., 2011, Holcomb et al., 2007). Similar results have been obtained in many studies (Ateşoğlu and Türker 2010, Boğan et al., 2016, İçigen et al., 2016, Levy and Park, 2011).

The social responsibility activities that the chain / group hotels have at least in the web sites have emerged as health and culture related activities. This result is consistent with the results of studies conducted by İçigen et al. (2016) and Ateşoğlu ve Türker (2010).

Another important consequence is that foreign chain/group hotels place more social responsibility activities on official websites than local chain/group hotels. The survey results show that most foreign chains/groups also report on social responsibility activities. Like the GRI Guidelines, the proliferation of corporate professionalism and the emergence of massively adopted global templates can lead to differences between foreign and local chain/group. This difference between foreign and local chain/group hotels may also be due to cultural differences. Such that, Garcia-Sanchez et al. (2016) found that the culture dimensions influence the companies' interest in pursuing standardized CSR disclosures. Accordingly, culture of the home country has an influence on the disclosure level of CSR reports by the companies (Van der Laan Smith et al., 2005, Tagesson et al., 2012).

The hotels in Turkey must redesign their websites in order to introduce a special section about CSR actions and activities where they can inform the audiences about their socially and ecologically responsible behaviour. And they must consider international standards. Because, cost savings and branding-related outcomes were the greatest benefits from CSR implementation (Levy and Park, 2011)

It is not true that the findings show that chain and group hotels are not found in corporate social responsibility initiatives. Within the scope of the research, the chain and the groups operating under the group have not been reviewed individually, only the official web sites of chain/group hotels have been examined. It should also be noted that businesses can use different tools from their web sites to announce their activities. In example, communicating CSR effort through the property website was not a popular practice among Hong Kong hotels and international and local hotels tend to communicate CSR efforts through social media sites rather than

through hotel websites (Wong, et al.,2015). It is difficult to generalize the findings to all hotel companies. The greatest limitation of the study is the lack of data diversification.

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Classroom 204: The Silk Road and the Tourism and Hospitality Industries III
Session Chair: Woodward D.B (Al-Farabi Kazakh National University, Kazakhstan)

Woodward D.B (Al-Farabi Kazakh National University, Kazakhstan)

Geopolitical factors of the water resources distribution and its impact on service industry development along Kazakhstan part of the Silk Road

Authors: Geldyeva G.V., Nadirov Sh. M., Woodward D.B.

Presenters: Woodward D.B

THE EFFECT OF GEOPOLITICAL AND GEOECOLOGICAL FACTORS ON THE DEVELOPMENT OF SERVICE INDUSTRY ALONG KAZAKHSTAN PART OF THE NEW ECONOMIC SILK ROAD

Geldyeva G.V.¹, Nadyrov Sh. M.², Woodward D.B.²

Institute of Geography ¹, Al-Farabi Kazakh National University ²

Keywords: Kazakhstan, China, New Silk Road, geopolitics, service industry, tourism, economy.

The study **aims** to look at the geopolitical and geoeological factors that have an impact on service industry development along Kazakhstan part of the new economic Silk Road. Currently, Kazakhstan is the largest economic partner of China in Central Asia and number one country in Eurasia that receives investments from China. In 25 years the trading volume between Kazakhstan and China increased 40 times and investments from China to Kazakhstan exceeded 33.4 bln USD. The question posed by authors is: if the territory of Kazakhstan is unprecedented by volumes of transit cargo region, what is the potential of Kazakhstan to turn New Economic Silk Road into a link of worldwide technological chain of innovative sectors of economy? The methods employed in the study: systematic analysis, cartographical, method of remote sensing and GIS, statistical. The **results** of the study include: modelling of a system of geopolitical factors that form the conditions for the development of the transit zone of the New Economic Silk Road within Kazakhstan; proposals for the development of the tourism industry and its service components; conceptual provisions for the development of the tourism industry in the Kazakhstan section of the New Economic Silk Road under various scenarios of the geopolitical and geoeological situation. It is **concluded** that there are three possible scenarios for the development of tourism along Kazakhstan part of the New Economic Silk Road. In order to avoid ecological and social-economic consequences as a result of the changes in geopolitical situation, it is suggested to come up with a concept of the sustainable development of the New Economic Silk Road zone.

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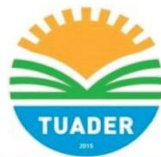


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