

# Kazakh Ablai Khan University of International Relations and World Languages



## “Hospitality process management”



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# SHYMKENT GRAND HOTEL



The hotel is a combination of traditional Southern Hospitality with an updated modern interior. They are ready to please our guests with the best personalized service in an atmosphere of comfort, coziness and well-being!

The "Shymkent" hotel is located in the very center of the Southern city, next to the main cultural and shopping centers, just 15 minutes from the airport and 10 minutes from the railway station.

## Short information

Address: Republic avenue, no. 6A.

Contacts: +7 7252 56 05 60.

Bus stop: Shop Gulzhan

Distance: 600 meters

Bicycle parking: absent

Entrance: from the side of Republic Avenue

Parking: ground parking in front of the hotel with 50 spaces. Is free. Check-in from the side of Republic Avenue.

Cashier: 8 (7252) 567-195

Buffet: absent



# 5 reasons to choose Shymkent Grand Hotel

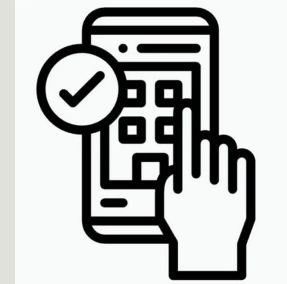
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**Affordable prices**



**Security**



**Online booking management**



**The staff speaks Russian**



**Great amenities and location for couples**



# POLITICO

Grand Hotel This Policy states:

- the purposes of personal data processing;
- general principles and rules for the processing of personal data;
- classification of personal data and personal data subjects;
- the rights and obligations of the Subjects of personal data and the Hotel for their processing;
- the procedure for organizing the processing of personal data.

Policy regarding the processing and protection of personal data "

This Policy establishes the procedure for the processing of personal data of persons, for which the Hotel "Grand Hotel" (hereinafter - the Hotel) provides hotel services.

The processing of personal data of consumers is carried out by the Hotel exclusively with the purpose of providing him with hotel services. Personal data can be processed for the following purposes:

- Hotel room reservation;
- execution and execution of contracts for the provision of services for temporary hotel accommodation



# Strategic development plan of the hotel

For the good work of any enterprise, it is necessary to competently conduct a marketing policy. Nowadays, it is important to organize the marketing process in such a way as to always be one step ahead of the competition. Marketing is the process of reconciling the capabilities of an organization and the needs of consumers.

The strategic goals of this project are:

- Profit from rapid sales growth, high quality service and low production costs.
- The key to the company's success is correct marketing, teamwork of employees, high quality service and competitive prices.
- Achieve fast rates of profit growth and minimize production costs.
- Build a reputation and trust with customers.

The hotel guests will have access to a flexible system of discounts.

Within the framework of this marketing strategy, the assortment, sales, pricing and communication policy of the hotel is being developed.



SHYMKENT  
GRAND HOTEL



## Strategic development in the Covid-19 pandemic;

- The objectives of an effective remuneration system are to attract,
- retention and motivation of employees in accordance with the contribution to the achievement
- of expected results.
- The employee compensation system is based on the following principles: internal
- fairness and external competitiveness; transparency and clarity;
- compliance with the goals and financial and economic capabilities of companies;
- remuneration/bonuses based on the results of the company's activities and
- personal contribution.
- The total material remuneration includes the basic and variable
- parts.

## Main and ancillary services in the "Grand hotel"

There are several categories of ancillary products and services that fall under this definition:

- **Food** - Room service, on-site restaurants, restaurant reservations.
- **Beverage**- The hotel bar or minibar
- **Entertainment**- Tickets to events including live sports, concerts, and theater
- **Tours and activities** - Guided tours, day trips, and tickets to local attractions
- **Upgrades**- Upgraded hotel rooms or access to special VIP lounges
- **Retail**- Purchases made from on-site retail establishments like a gift shop
- **On-site services**- Access to the hotel spa, golf, or fitness service

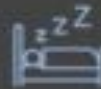
### On-Property



Room Upgrades



Early Check-in



Late Check-out



Room Service or  
Mini Bar



Wi-Fi



Spa, Golf or  
Fitness Center

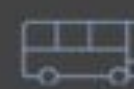
### On-Property



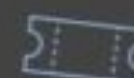
Food Delivery



Meal  
Reservations



Ground  
Transport



Tours &  
Activities



Rental Car



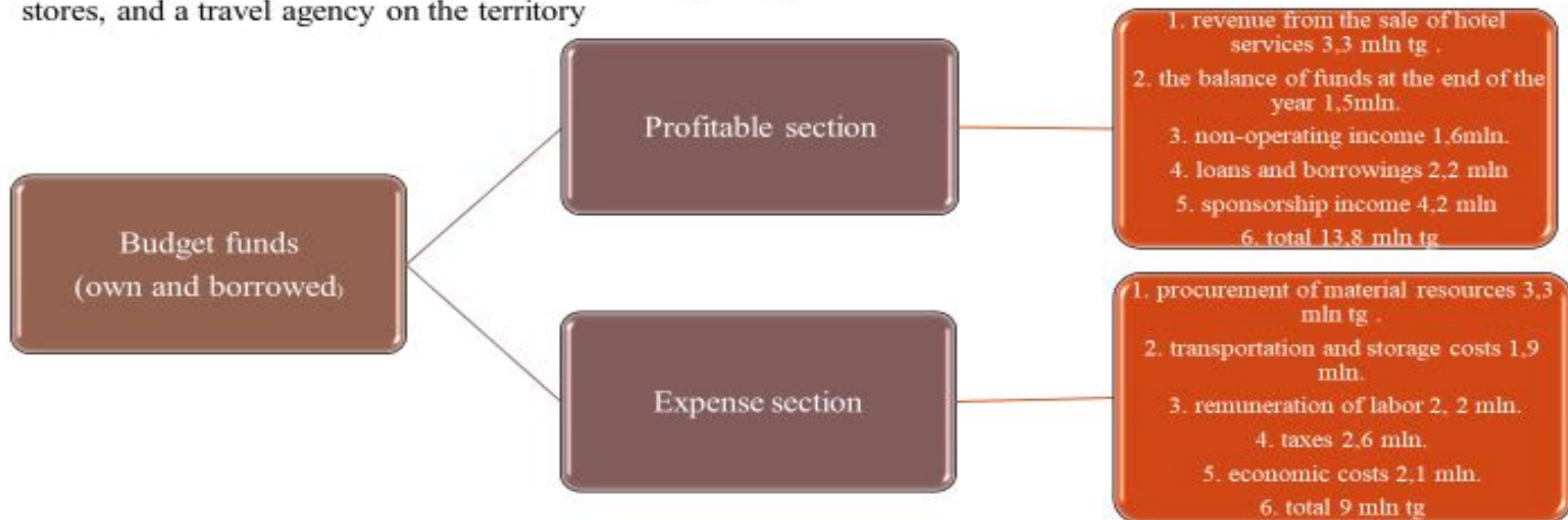
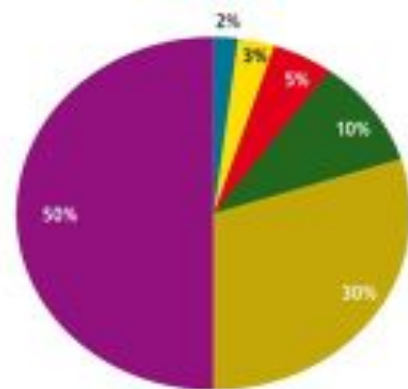
Live Event  
Tickets





## Statistics on occupancy and income " Grand Hotel"

- ❖ Estimated revenue – 781 million tenge.
- ❖ Number of rooms – 100.
- ❖ The cost of a standard room is 17 - 54 thousand tenge.
- ❖ Concierge services are available, car rental with a driver, a visit to the wellness complex.
- ❖ There are eight conference halls, four restaurants, jewelry stores, and a travel agency on the territory



# TARGET AUDIENCE



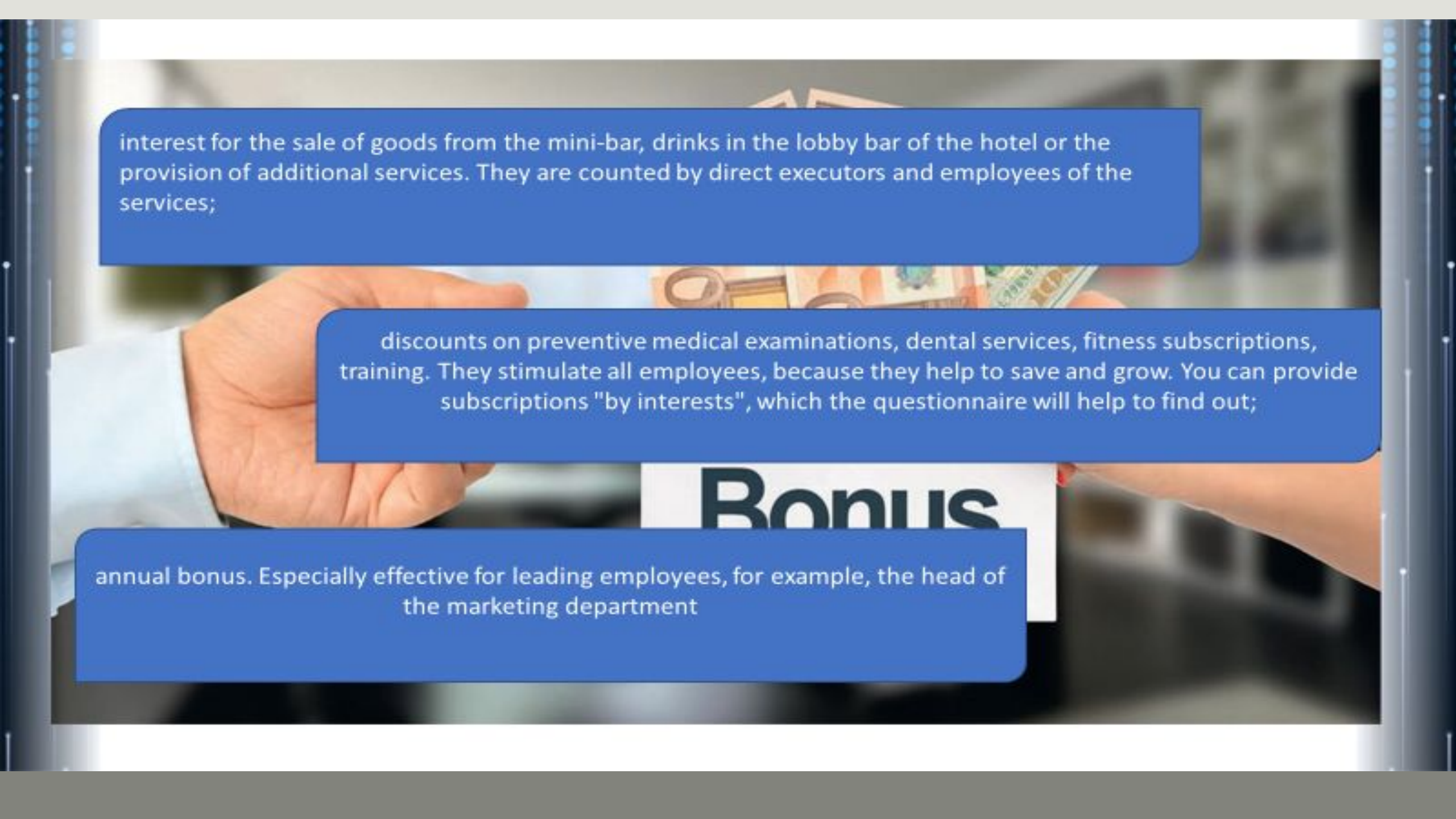
- Business hotel - “Canvas hotel Shymkent”
- Resort hotels - ‘Apple plaza hotel’
- Apart and Residential hotels – ‘Rixos Khadisha Shymkent’
- Conference centers and Convention hotels
- Casino hotels – ‘Ramada by Wyndham’
- Motels
- Time share/ Condominium hotels



- Direct methods:remuneration;penalties.These methods are most effective at the beginning of a labor career. It should be noted that fines are not related to wages. Rewards and penalties are an additional amount that can be given in full, or perhaps "not enough".
- 2. indirect methods:official housing;
- social package;
- food.
- Of course, these methods are the most effective, as they affect a person's ability to fulfill their desires. But there are cases when an employee sincerely wants to get more, but he does not start productive work. In such cases, there are other tools in the arsenal of Personnel Officers.

- The monetary system of motivation in the hotel is a key incentive and an opportunity to compensate for low salaries. There is never too much money, they can be accurately measured and used to realize their desires.
- You can use many ways:
  - bonuses for over-fulfillment of the booking plan for employees of the direct sales department - managers on phones and counter. You can start from the difference between the planned income per month and the actual;
  - bonuses when the hotel is fully loaded. You can pay to all employees involved in good service - from cleaners to restaurant employees, or only to the administrator and the sales department;





interest for the sale of goods from the mini-bar, drinks in the lobby bar of the hotel or the provision of additional services. They are counted by direct executors and employees of the services;

discounts on preventive medical examinations, dental services, fitness subscriptions, training. They stimulate all employees, because they help to save and grow. You can provide subscriptions "by interests", which the questionnaire will help to find out;

annual bonus. Especially effective for leading employees, for example, the head of the marketing department

# S.W.O.T. analysis

## STRENGTHS

1. The staff speaks English.
2. Concern for the environment.
3. Interior: all rooms are equipped in a modern style.

## WEAKNESSES

1. No underground parking.
2. No swimming pool.
3. A small selection of dishes on the restaurant menu.

## OPPORTUNITIES

1. Expansion of advertising activities.
2. Improvement and expansion of the range of services provided.
3. Expanding the range of cooperation with various travel agencies.

## THREATS

1. Possible entry into the market of a new strong competitor.
2. An increase in prices every year for various types of services, which can lead to both a drop in demand and difficulties in the work of the enterprise itself.

## Organizational Management structure of the hotel

- The top management of Grand Hotel Shymkent in the development of the organizational structure of the company follows five directions: -
- specialization of work;
- - departmentization; -
- definition of powers;
- - the size of the control functions; -
- methods of coordination

With the help of specialization, the issue of distribution of the company's tasks among its employees is solved. In the absence or weak specialization, employees are responsible for all or almost all issues

The hotel is headed by a general manager, who coordinates all operations in the hotel company. In the long term, the requirements for the work of the general manager are associated with the competent use of capital for the long-term life support of the hotel, taking into account the strategic intentions for service.

The CEO is an intermediary between the owners of the enterprise and the management staff, on the one hand, and the guests, on the other.





- The maid Service is one of the most functionally significant units. They face challenges:- cleaning of rooms, halls, toilets, corridors, interior spaces, in which reception and customer service is carried out.- cleaning of rooms after departure of guests and preparation for the next check-in.

## "Grand Hotel Shymkent" has a range of competitive advantages

Advantageous location

Developed external transport and service infrastructure; affordable prices for accommodation and buffet service (compared to other hotels)

Flexible pricing and discount system, hourly payment from 12:00 to 24:00.

High quality of service, excellent sanitary condition of rooms and common areas, availability of basic necessities, impeccable quality of bed linen do not depend on the category and cost of rooms.



A distinctive feature and competitive advantage of the hotel is the creation of a calm and cozy atmosphere, hospitality and individual attitude to each client.



# Analysis of the Grand Hotel Shymkent

P

- The Grand Hotel in Shymkent was built on the terms of the government
- Hotel owners are enjoying tax reform. Because there are low taxes.

E

- The location of the hotel is very convenient for people.
- Banking regulation
- Availability of loans
- Prices for oil and other raw materials

S

- Online booking preference
- Trends in society
- Religious norms

T

- Development of online booking sites
- The demand for cloud technology is growing.

E

- Devaluation of national currencies
- Deteriorating investment climate

L

"On the basics of tourism in the Republic of Kazakhstan"



**THANK  
YOU  
FOR  
YOUR  
ATTENTION**