



Dear bachelor and master students!

Scientific and educational department "Tourism and service" of Narxoz University
Consolidation of legal entities "Kazakhstan Tourist Association" and "Kazakhstan
Association of Hotels and Restaurants"

organize an international scientific and practical student conference
**"PROSPECTS FOR DEVELOPMENT OF TOURISM AND
HOSPITALITY: CHALLENGES AND OPPORTUNITIES IN NEW
REALITIES"**

The conference will be held on March 4, 2021

Within the framework of the conference, two sections will work:

Section 1. Tourism industry: challenges and solutions

The main areas of work of the section:

- Strategic drivers of tourism development in new realities
- Culture, destination and globalization as factors determining the development of tourism
- Online technologies for the tourism industry
- Domestic tourism - Staycation as one of the current travel trends

Section 2. New priorities for the development of the hospitality industry

The main areas of work of the section:

- Actual problems of interaction between business and education in the hospitality industry
- Features of the entrepreneurship development in the hospitality industry within new realities
- Priority services and offers in the hospitality market

The plenary session will be held on March 4, 2021 at 11.00 UTC +6

Breakout sessions will be held on March 4, 2021 at 14.00 UTC +6

**Following the results of the conference, an electronic collection of reports of this conference
will be published.**

The best reports will be awarded with diplomas

**Materials are accepted by email: tatyana.mikhailenko@narxoz.kz, until March 1, 2021
inclusive.**

To participate in the conference, you must send to the specified address:

- *application for participation in the conference* (the application form is given in Appendix 1);
- *the text of the report on electronic media* (requirements for the formatting of the text of the report are given below);
- *Review of the scientific advisor indicating the results of the anti-plagiarism check (on electronic media)*

Conference languages: Kazakh, Russian, English.

The organizing committee reserves the right to reject the submitted materials in the event of:
their late arrival; non-compliance of materials with the established requirements; inconsistencies in the content of the materials sent to the topic of the conference. Contacts of the organizing committee: SED "Tourism and Service" Mikhailenko Tatyana Anatolyevna: email address: tatyana.mikhailenko@narxoz.kz, Alimkhanova Roza Kenzheyevna email address: roza.alimkhanova@narxoz.kz.

Requirements for abstracts

Scientific articles are submitted in electronic form. The article can be submitted in Kazakh, Russian, English. A translation into English of the work title, information about the author (name, place of study/work), annotation (80-100 words) and keywords are required. A sample of the article is presented in Appendix 1. The volume of a scientific article of student works should not exceed 3 pages in A4 format, for master's students - at least 4 pages in A4 format.

All articles are checked for originality (plagiarism). The volume of the borrowed text must not exceed 30% (originality is at least 70%), all borrowings must be correctly formatted, all sources must be included in the list of cited literature.

Installations:

1. UDC (Universal decimal classification)
2. annotation in 3 languages (80-100 words)
3. key words (in 3 languages)
4. margins: top, bottom, left and right - 2 cm
5. font: Times New Roman, size (point size) - 12.
6. orientation - portrait
7. line spacing - single
8. alignment of the font - in width;
9. paragraph indent - 1.25 cm
10. It is not allowed to insert page breaks, section breaks, dividing text into columns, using automatic lists, hidden text, macros and other additional formatting.

SAMPLE FORMATION OF THE ARTICLE

Ivanov I. I. 2nd year student of the specialty "Tourism"
Narxoz University, Almaty, RK; e-mail: ivanov_777@narxoz.kz
Scientific adviser **Sakenov S.S.** Narxoz University, Almaty, RK;
e-mail: sakenov_123@narxoz.kz

Ivanov I.I.

Corporate social responsibility: problems and prospects of its development

Problems and prospects of development of corporate social responsibility in Kazakhstan are considered from the position of its possible transformation into one of the national projects.....

Keywords: corporate social responsibility, management.....

According to Foran T., corporate social responsibility is a set of behavioral actions of an enterprise in relation to its employees, authorities, the environment and society as a whole [1].

List of resources:

1. Isakova D.M., Shestakova O.N. Formation of the analysis system of scientific and economic information in the Russian Federation // Education and science without borders: social and humanitarian sciences. - 2019. - No. 11. - 170-172 p.
2. Lityagin N.N. Actual problems of state regulation of investments. Legal prerequisites for enhancing investment activity // State power and local government. - 2014. - No. 4. - 24-27 p.
3. Rimer M.I., Elchin D.E. Economic evaluation of investments: monograph. - 2nd ed. - SPb: Peter, 2018. -- 322 p. - 34-35 p.

Appendix 1.

APPLICATION

to participate in the International Student Scientific Conference "PROSPECTS FOR THE DEVELOPMENT OF TOURISM AND HOSPITALITY: CHALLENGES AND OPPORTUNITIES IN NEW REALITIES"
March 4, 2021

Country, city:

Name of the university, specialty:

FULL NAME of participant:

Contact phone numbers:

E-mail:

Topic: _____

FULL NAME of scientific adviser

Language of publication

Direction of the conference
(section) _____