

**JSC “KAZAKH ABLAI KHAN UNIVERSITY OF INTERNATIONAL
RELATIONS AND WORLD LANGUAGES”**

“Approved”

Chairperson of the Board – Rector
JSC “Kazakh Ablai Khan UIR&WL”
Academician of the NAS of the
Republic of Kazakhstan
Kunanbayev S.



SPECIFICATION OF THE EDUCATIONAL PROGRAM

Training area “6B111 Service sphere”
Group of educational programs “B091 Tourism”
Educational program “6B11101 Tourism”

Almaty 2025

The specification of the educational program "6B11101 – Tourism" was developed by ACEP and reviewed at the meeting of the Faculty Council of Management and International Communications.

Minutes № 1 21 10 2024 y.

Chairperson of AC U Uaissova A.

Minutes № 3 20.11 2024 y.

Dean of the Faculty Milovan Zhubanova M.Kh.

Minutes № 4 06 12 2024 y.

Chairperson of SMC Shu Kulgildinova T.A.

Minutes № 6 Scientific Council 24 01 2025 y.

Agreed:

Employer:

TOO "Gloria Incorporation"  Director Bitanova V.F.

Educational Program Specification - «6B11101 Tourism»

1. CODE AND NAME OF TRAINING DIRECTIONS	091-Tourism
2. CODE AND NAME OF EDUCATIONAL PROGRAM	6B11101Tourism
3. ASSIGNED DEGREE	Bachelor
4. LEVEL OF TRAINING	6 level NQF
5. ACCREDITATION OF THE PROGRAM	IAAR -2025 30.04.2025-29.04.2030
6. PERIOD OF TRAINING	2025-2029
7. LANGUAGE OF TRAINING	Kazakh, Russian, English
8. FACULTY	Faculty of Management and International Communications
9. DEPARTMENT	International Tourism Management
10. EDUCATIONAL GOALS AND OBJECTIVES OF THE PROGRAM	
<i>Educational program goal:</i> This program is designed to prepare qualified specialists in the field of tourism who can conduct their professional activities in the context of international interactions (S). Graduates will be equipped to independently identify and solve challenges in the tourism and hospitality sector, effectively responding to the dynamics of the evolving tourism market. They will possess practical skills in service-related areas and develop competencies and skills for the efficient utilization of modern technologies in tourism (M). The program aims to cultivate students' abilities in strategic planning and making informed decisions, ensuring their readiness to provide comfortable and innovative tourist experiences that meet contemporary standards and market requirements (M). The development of the program is based on the analysis of employer requirements, professional standards in tourism and hospitality, making it highly sought after in the job market (A). Furthermore, it takes into account the demands outlined by recruiting agencies, ensuring that students are prepared to meet the needs of the labor market (R). This program is designed for a duration of 4 years (T). <i>Program Objectives:</i> – Ensure the high-quality professional training of future service industry specialists in accordance with the societal demand, professional standards, the Atlas of New Professions, national and industry qualifications frameworks, and global education standards. – Develop a system of key competencies, as well as general scientific and specialized knowledge, skills, and abilities in future service industry professionals. Cultivate highly educated youth capable of independently acquiring new knowledge and adapting to changing conditions in the field of tourism. – Acquire knowledge, skills, and abilities in the social-humanitarian and natural sciences necessary for understanding the processes occurring in the Republic of Kazakhstan. Foster a sense of responsibility for professional activities in the conditions of a free, democratic, and legal state, and distinguish themselves with competitiveness in the labor market. Develop psychological literacy, thinking culture, and behavior. – Improve and enhance conditions for obtaining a comprehensive, high-quality professional education, considering the modern realities of widespread use of IT technologies and artificial intelligence.	

- Engage employers in the process of improving the educational program, defining the graduate's professional competencies, and preparing teaching materials for disciplines proposed by employers.
- Activate connections with international partners to implement joint scientific research and publish educational and methodological literature, promoting academic mobility.
- Organize consultations with employers and scholars when choosing relevant and practically significant topics for diploma projects.

Prospects of the Educational Program According to the "Atlas of New Professions":

Skills that encompass professional knowledge, entrepreneurial, and managerial abilities can provide graduates with long-term career security, high earning potential, and job opportunities that offer interesting and diverse work in the following directions: Big Data Analyst (in the tourism sector); Internet Manager for the Promotion of Tourist Products; Designer of Tourist and Recreational Areas; Developer of Tourist Route Navigators; Manager of Ethnotourism; Brand Manager of Tourist Destinations; Manager of Medical (Accessible) Tourism; Manager of Safe Tourism.

11. FIELD OF STUDY

- tourism industry - a combination of: hotels and other accommodation facilities; transport; catering and entertainment facilities; objects of cognitive, business, health, sports and other purposes; organizations carrying out tour operator and travel agent activities; organizations providing excursion services and guides;
- hospitality industry - an area of entrepreneurship consisting of types of services that are based on the principles of hospitality;
- geography of tourism - the spatial distribution of tourist resources, factors affecting the development of tourism and the formation of territorial units of tourism - zones, areas, centers;
- tourism economy - issues of dynamics and conditions of the tourism market, industry statistics, standards for the provision of services, etc., as well as program and financial activities, including a management system in the tourism sector;
- management and marketing in the hospitality and tourism industry;
- tourist infrastructure - a complex of existing structures and networks for production, social and recreational purposes, intended for the functioning of the tourism sector, ensuring normal access of tourists to tourism resources and their proper use for tourism, as well as ensuring the life of enterprises of the tourism industry;
- legal support of tourism activities;
- tourism as a sociocultural phenomenon;
- international standard methods of financial analysis;
- modern technology in tourism and hospitality industries.

12. TYPES OF PROFESSIONAL ACTIVITIES:

- Tourism manager with a focus on entrepreneurial and managerial activities (managing tourist enterprises, hotels, catering establishments, and airlines).
- Manager for international and domestic tourism.
- Organizer of event activities.
- Heads of marketing and advertising departments in tourist enterprises.
- Managers of various departments within the tourist and hotel-restaurant complex.

- Specialists in government bodies involved in tourism development, consulting companies in the tourism sector, and enterprises in the hospitality and sports industry.

13. REQUIREMENTS FOR APPLICANTS FOR EDUCATIONAL PROGRAMME

Applications for the specialty 6B11101-Tourism are accepted by the admission committee of the university from June 20 to August 25.

For applicants entering the specialty 6B11101-Tourism on the basis of general secondary education, the main subjects are Geography and a Foreign language.

For applicants entering the specialty 6B11101-Tourism on the basis of technical and vocational education, the main disciplines are “Geography” and “Organization of tourist activity”.

Enrollment in the number of students is made out by order of the rector of the university from August 10 to 25. On a fee paid basis in the undergraduate specialties are credited:

graduates of organizations of general, secondary education, who passed UNT, who gained at least 50 points according to the test results;

- graduates of previous years of organizations of general, secondary education and graduates of organizations of technical and vocational education, who passed the KTA and gained at least 35 points according to the test results.

14. GENERAL COMPETENCES

14.1 COMPETENCES

14.1.1 A – GENERAL COMPETENCIES

A 1	able to evaluate the surrounding reality based on philosophical perspectives formed through an understanding of the fundamentals of philosophy, which provides a scientific comprehension and exploration of the natural and social world through methods of scientific and philosophical cognition.
A 2	able to substantiate their own assessment of everything happening in the social and production spheres, expressing a civic position based on a deep understanding and scientific analysis of the fundamental stages, patterns, and peculiarities of the historical development of Kazakhstan.
A 3	able to evaluate situations in various areas of interpersonal, social, and professional communication, taking into account basic knowledge of sociology, political science, cultural studies, and psychology. Capable of synthesizing knowledge from these sciences as a modern product of integrative processes and possessing skills in quantitative and qualitative analysis of social phenomena, processes, and problems.
A 4	able of employing scientific methods and research techniques specific to a particular field of study, as well as the broader social-political cluster. Proficient in navigating societal, business, cultural, legal, and ethical norms within Kazakhstani society, demonstrating both personal and professional competitiveness.
A 5	able to engage in communication in both oral and written forms in Kazakh, Russian, and foreign languages to address interpersonal, intercultural, and professional communication challenges. Proficient in utilizing linguistic and speech resources based on a grammatical knowledge system, and able to analyze and assess information in accordance with the communication context.
A 6	able to incorporate various information and communication technologies into personal activities, including internet resources, cloud and mobile services for searching, storing, processing, protecting, and disseminating information..

A 7	able to construct a personal educational trajectory throughout life for self-development and career growth, orienting towards a healthy lifestyle to ensure full-fledged social and professional activities through the use of physical culture methods and means.
14.1.2 B – PROFESSIONAL COMPETENCES	
B 1	able to apply acquired theoretical and methodological knowledge in the field of tourism, conducting a comprehensive analysis of the tourist market situation using the existing regulatory framework in tourism practice. Proficient in identifying socially significant problems and processes in the development of domestic and international tourism..
B 2	able to develop optimal options for active travel programs, make informed choices regarding featured attractions, and establish the tour preparation process using various methods and sources of information. Able to determine and justify the level of development of the tourism infrastructure in Kazakhstan.
B 3	able to analyze the level of government regulation in the tourism industry to enhance and develop the competitiveness of tourism in the Republic of Kazakhstan. Proficient in evaluating the cluster system of the tourist market, entrepreneurship development in the tourism and hospitality industry.
B 4	able to apply practical skills in organizing and implementing modern technologies for the development, promotion, and implementation of tour products. Proficient in creating service programs and technological documentation for tours.
B 5	able to assess the impact of geographical factors on tourism development in global regions, analyze the structure and intensity of tourist flows worldwide, regionally, and nationally. Capable of developing tourist products and services in accordance with current international and Kazakhstani standards.
B 6	proficient in communicating in a foreign language, both orally and in writing, on professional topics. Capable of analyzing social, professional, and communicative issues in their professional activities.
B 7	able to identify and analyzing progressive, competitive sales forms in the tourism industry. Able to develop a program for implementing innovation into the sales practices of tourism enterprises and promoting tourist products in line with consumer requirements, utilizing the latest information and communication technologies.
B 8	able to analyze micro- and macroeconomic situations to make rational decisions in the course of professional activities. Proficient in analyzing economic processes and phenomena, determining their impact on the international and national tourism market.
B 9	able to master methods for developing and justifying strategic marketing decisions in various situations. Possesses theoretical and methodological foundations for developing and justifying strategic marketing decisions. Also, has skills in developing marketing strategies for tourism enterprises and organizational development programs.
B 10	able to apply financial tools to make effective managerial decisions aimed at enhancing financial stability and reducing financial risks.
B 11	able to analyze and form the value proposition of information solutions for internet advertising and promoting tourism enterprises, in accordance with the regulations governing advertising activities in the Republic of Kazakhstan and international standards.
B 12	able to navigate in a foreign language environment, utilizing linguistic and informational resources in cross-cultural and professional speech activities within the scope of the studied material.
B 13	able to analyze technological processes in hotels and other accommodation facilities, apply, adapt, and develop modern technologies in professional activities.
B 14	proficient in analyzing risks and mistakes in event organization, independently managing the event organization process, and working with specialized web applications that allow

	effective event management. Capable of designing events (creating the event concept, strategic event plan, as well as various other plans, including promotion plans).
B 15	able to evaluate and apply various models and methods in the management system of the tourism and hotel business, as well as the elements and principles of marketing management and marketing research in a competitive environment.
B16	able to find organizational and managerial solutions in non-standard situations, ready to take responsibility for them, and apply the fundamental principles and tools (methods) in personnel management. Proficient in analyzing business processes and departmental operations from the perspective of personnel management, considering socio-psychological and economic peculiarities.
14.1.3 C - PERSONAL COMPETENCES	
C 1	able to organize and plan, work effectively with sources of information and the ability to modify them.
C 2	capable of acquiring new knowledge using modern educational technologies.
C 3	able to earn the trust of others, have leadership qualities in organizing team activities and providing professional leadership, demonstrate the ability to apply civil and criminal legislation in the field of economics, law, life safety and anti-corruption activities and research methods.
C 4	able to think critically and work effectively both individually and as a team member.
C 5	able to conduct a systematic analysis of information and determine strategic, tactical and operational goals, formulate and solve professional problems and establish cooperation with partners.
C 6	able to solve non-standard problems using original techniques and means, being able to withstand pressure and perseverance when performing complex tasks.
C 7	able to determine trajectories of self-development and self-education, to comprehend one's own professional and personal capabilities.
14.1. 4 D – INTERCULTURAL-COMMUNICATION COMPETENCIES	
D 1	able to work in an international context, taking into account ethical differences and multiculturalism.
D 2	able to adapt to new situations and be creative and innovative.
D 3	able to plan and carry out necessary experiments, interpret data and draw conclusions.
D 4	able to apply theoretical knowledge in practice, research skills, and learn to analyze the results obtained.
D 5	able to apply types, principles and methods of managing temporary resources for more successful implementation of professional and educational activities.
D 6	able to demonstrate mastery of the skills of logical and grammatically correct document flow in the state language and analyze information contained in scientific texts in the field of preparing and conducting business communication in the state language.
D 7	able to analyze situations in production, business production sites with all the ensuing communication tasks, and justify them with an evidence base for solving various problems in professional activities.
15. 1 LEARNING OUTCOMES	
LO1	analyses the principles of life safety, the impact of environmental factors on health, the norms of professional ethics and the resolution of moral conflicts, threats to financial security, basic budget indicators, the foundations of rational financial behavior, as well as the role of state and public institutions in ensuring environmental sustainability, financial literacy, economic development and entrepreneurship..

LO2	Possesses a foreign language proficiency at a level corresponding to international standards, based on fundamental lexical and grammatical structures for oral and written communication in everyday, academic, and professional contexts; uses professional terminology while analyzing sociocultural features of business communication and effectively applying the foreign language to solve professional and academic tasks.
LO3	Demonstrates the specifics of territorial recreational systems and the essence of tourism as a spatial and socio-economic phenomenon; conducts a critical review of historical events and systematizes facts from tourism and local history research, applying research methods.
LO4	Designs and implements active travel programs considering the regional infrastructure capabilities; develops route documents (maps, travel schedules), classifies elements of tourism infrastructure, and analyzes their condition and impact on tourism development.
LO 5	Analyzes and evaluates the tourism potential of territories by developing excursion routes and multi-day tours using artificial intelligence, considering geographical, cultural, sacred, and historical features, as well as socially significant issues in domestic and international tourism.
LO 6	Compares economic processes and market environments in tourism and hospitality; interprets economic indicators to justify managerial decisions by assessing risks and financial capabilities in business plans, and evaluating the economic feasibility of creating and developing small tourism and hotel businesses.
LO 7	Identifies planning, organizational, forecasting, and performance evaluation models for enterprises in tourism, demonstrating skills in conducting economic research at all levels of management in the tourism and hospitality industry.
LO 8	Effectively implements practical and business skills in the field of tourism and hospitality by organizing interactions with clients and partners, using modern forms of business communication in the provision of tourism services, and making well-grounded managerial decisions in typical professional situations that includes organizing professional events, applying methods and strategies for planning and managing successful events, as well as performing operational activities related to the organization of business events.
LO 9	Applies key theories of motivation, leadership, authority, and the psychology of tourism services, analyzing internal organizational conflicts and developing solutions to address strategic and operational management tasks in personnel management within the tourism and hospitality industry.
LO 10	Masters management models and methods in the tourism and hotel business; applies principles of marketing management and marketing research methods; develops strategic marketing plans, integrated marketing communications, and concepts for professional events in a competitive environment.
LO 11	Justifies the effective organization of interrelated operations of hotel services, production-technological processes, and functional activities of tourism, catering, and hospitality enterprises for the development and implementation of management decisions that meet modern quality and sustainability standards in tourism and hospitality services.
LO 12	Takes into account the needs of various categories of tourists when designing tourism products using AI; evaluates the infrastructure in terms of accessibility (including inclusivity); applies principles of sustainable development in tourism to formulate well-founded solutions aimed at enhancing the social, environmental, and economic responsibility of tourism.
LO 13	Compares the main aspects of ethno-cultural tourism, studying the influence of ethnic culture on the development of tourism in different regions; evaluates the opportunities and challenges of preserving cultural heritage in tourism by developing concepts and routes integrating ethno-cultural elements; applies knowledge to create sustainable and culturally

	sensitive tourism products, using ethnographic research methods to design services that preserve cultural identity and support the sustainable development of local communities.	
LO 14	Operates tourism resources in the development of tourism products, considering the needs of visitors; logically builds documentation processes at tourism enterprises; selects effective strategies and calculations for domestic and inbound tourism products, applying modern sales promotion methods and tools for tourism product marketing.	
LO 15	Masters brand management tools and internal brand development strategies, modeling advertising and informational campaigns using AI, digital technologies, and social media to promote tourism services and enhance their perceived value.	
LO 16	Applies practical skills in various types of speech activity, record keeping, demonstrating the ability to logically and grammatically correct documentation in the official language, applying the skills of business correspondence, business communication and etiquette.	
16.CONTENT OF THE EDUCATIONAL PROGRAM		
16.1 GENERAL STRUCTURE OF THE PROGRAM		
The educational program is designed, as a rule, for four academic years of study.The academic year is divided into 2 semesters, each lasting 15 weeks.Training within the program is carried out on a modular basis.		
16.2 MODULES OF THE EDUCATIONAL PROGRAM		
16.2.1 BASIC MODULES		
MODULE NAME	CONTENT	AMOUNT OF CREDITS
BLOCK FOR PROFESSIONALLY ORIENTED TRAINING - 59cr.		
Module 1.1 Social and worldview module	History of Kazakhstan	5
	Philosophy	5
	Fundamentals of personal development	6
Module 1.2.Physical Education	Physical Education	8
Module 1.3. Socio-political knowledge	Sociology, Political science, Psychology, Culturology	8
Module 1.4.General language module	Kazakh (Russian) language	10
Module 1.5.Digitalization	Information and communication technologies	5
Module 1.6.Foreign language module	Foreign language	12
	Total	59
BLOCK FOR PROFESSION-BASED TRAINING - 110cr.		
Модуль 2.1. Theoretical and applied fundamentals of tourism studies	Fundamentals of tourism studies	4
	Local lore study and tourism	4
	Techniques and tactics of active types of tourism	4
	Sacral tourism and cultural heritage/Management of historical sites/Organization of leisure activities	4

Module 2.2. Excursion Studies and Tourism Geography	Excursion studies/Design of tourist routes and excursions /Planning and organization of tourism business	4
	Geography of International tourism/Service activities in tourism/Social tourism	5
Module 2.3. Planning and organization of the tour and hotel business	Tourism Economics/Business Planning/ Business models of the organization's development	4
	Planning and organizing tourism business / Integrative management of touroperator and travel agency activities/Management of attractions	4
	Educational practice	3
Module 2.4. Profession-oriented foreign language module	Profession-oriented English language	12
	Second foreign language	24
	Office work and business communication in the state language	3
	Professional English Language	12
Module 2.5: Tour Operating Activities and Practical Training	Tour operating and travel agency activities in tourism	5
	Consumer Behaviour in Tourism	4
Module 2.6: Integrated Management in the Tourism and Hospitality Business	Financial management in tourism and hotel business	6
	Human resource management in tourism and hotel business	5
	Total	110
BLOCK OF PROFESSION-IDENTIFYING MODULES - 64 cr.		
Module 3.1. Management and marketing of tourism business	Tourism Management	5
	Tourism Marketing	6
	Integrated marketing communications in tourism /Research methods in tourism activities/Quantitative and qualitative research methods	4
Module 3.2: Hospitality Management (Specialization)	Hotel management	4
	Management of food enterprises	4
	Sustainable Development and Eco-Trends in Hospitality	4
Module 3.2: Domestic Tourism Management (Specialization)	Organization of Domestic Tourism	4
	Legal Regulation of Domestic Tourism	4
	Accessible Tourism and Sustainable Development	4
Module 3.3: Sales Technologies and Advertising of Tourism Products	Business skills of tourism managers	4
	Advertising in tourism	5
	Sales Management of Tourism Services	4
	Pre-graduation internship / Industrial practice	6
	Specialized English language	6

Module 3.4. Intercultural communication and language module	Artificial Intelligence Tools in Professional Practice	3
Minor (to choose from)	Event management (minor)	9
	Brand Management (minor)	
	Business Communicationsminor)	
	Total	64
Module 3.4.Final assessment	Final assessment: Writing and defending a thesis (project) or preparing and passing a comprehensive exam	8
	Total:	241

16.3 THE SCHEME OF FORMATION OF LEARNING OUTCOMES

GENERAL COMPETENCIES

MODULE NAME	A 1	A 2	A 3	A 4	A 5	A 6	A 7
Module 1.1 Socio-worldview module	X	X	X	X	X	X	X
Module 1.2. Physical Education				X		X	X
Module 1.3. Social and political knowledge	X	X	X	X	X	X	X
Module 1.4. General language module			X	X	X	X	X
Module 1.5. Digitalization				X		X	X
Module 1.6. Foreign language module			X	X	X	X	X

B PROFESSIONAL COMPETENCIES

[illegible]

Module 3.5. Brand Management (minor)											X				X	
Module 3.5. Business Communications (minor)									X		X				X	
Finalassessment																

C PERSONAL COMPETENCIES							
	C1	C2	C3	C4	C5	C6	C7
Module 1.1 Socio-worldview module	X	X	X	X	X	X	X
Module 1.2. Physical Education	X	X	X	X	X	X	X
Module 1.3. Social and political knowledge	X	X	X	X	X	X	X
Module 1.4. General language module	X	X	X	X	X	X	X
Module 1.5. Digitalization	X	X	X	X	X	X	X
Module 1.6. Foreign language module	X	X	X	X	X	X	X
Module 2.1. Theoretical and applied basics of tourism studies	X	X	X	X	X	X	X
Module 2.2. Excursion Studies and Tourism Geography	X	X	X	X	X	X	X
Module 2.3. Planning and organization of the tour and hotel business	X	X	X	X	X	X	X
Module 2.4. Profession-oriented foreign language module	X	X	X	X	X	X	X
Module 2.5: Tour Operating Activities and Practical Training	X	X	X	X	X	X	X

Module 2.6: Integrated Management in the Tourism and Hospitality Business	X	X	X	X	X	X	X
Module 3.1. Management and marketing of tourism business	X	X	X	X	X	X	X
Module 3.2: Hospitality Management (Specialization)	X	X	X	X	X	X	X
Module 3.2: Domestic Tourism Management (Specialization)	X	X	X	X	X	X	X
Module 3.3: Sales Technologies and Advertising of Tourism Products	X	X	X	X	X	X	X
Module 3.4. Intercultural communication and language module	X	X	X	X	X	X	X
Module 3.5. Event management (minor)	X	X	X	X	X	X	X
Module 3.5. Brand Management (minor)	X	X	X	X	X	X	X
Модуль 3.5. Business Communications (майнор)	X	X	X	X	X	X	X

D INTERCULTURAL AND COMMUNICATIVE COMPETENCIES							
	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Module 1.1 Socio-worldview module	X	X	X	X	X	X	X
Module 1.2. Physical Education		X	X	X	X	X	
Module 1.3. Social and political knowledge	X	X	X	X	X	X	X
Module 1.4. General language module	X	X	X	X	X	X	X
Module 1.5. Digitalization	X	X	X	X	X	X	X

Module 1.6. Foreign language module	X	X	X	X	X	X	X
Module 2.1. Theoretical and applied basics of tourism studies	X	X	X	X	X	X	X
Module 2.2. Excursion Studies and Tourism Geography	X	X	X	X	X	X	X
Module 2.3. Planning and organization of the tour and hotel business	X	X	X	X	X	X	X
Module 2.4. Profession-oriented foreign language module	X	X	X	X	X	X	X
Module 2.5: Tour Operating Activities and Practical Training	X	X	X	X	X	X	X
Module 2.6: Integrated Management in the Tourism and Hospitality Business	X	X	X	X	X	X	X
Module 3.1. Management and marketing of tourism business	X	X	X	X	X	X	X
Module 3.2: Hospitality Management (Specialization)	X	X	X	X	X	X	X
Module 3.2: Domestic Tourism Management (Specialization)	X	X	X	X	X	X	X
Module 3.3: Sales Technologies and Advertising of Tourism Products	X	X	X	X	X	X	X
Module 3.4. Intercultural communication and language module	X	X	X	X	X	X	X
Module 3.5. Event management (minor)	X	X	X	X	X	X	X
Module 3.5. Brand Management (minor)	X	X	X	X	X	X	X
Модуль 3.5. Business Communications(minor)	X	X	X	X	X	X	X

17. DIRECTIONS OF SCIENTIFIC RESEARCH WORK BY SEC
(for Master's and doctoral studies)

18. INTERNATIONAL ACADEMIC MOBILITY WITHIN THE FRAMEWORK OF THE EDUCATIONAL PROGRAM

Hanze University of Applied Sciences /Netherlands/
University of Applied Sciences, Breda /Netherlands/
University of Technology Serres /Greece/
Hainan Tropical Ocean University / China
Kastamonu University /Turkey/
Akdeniz University /Turkey/

19.The undergraduate educational program includes the following types of internships by SEC:

- educational practice - 3 credits
- industrial practice - 3 credits
- industrial practice (pre-diploma) – 6 credits

20.1 EDUCATIONAL PRACTICE

Purpose of practice:

The purpose of educational practice(Year 2) is to acquire and consolidate professional skills and includes mastery of practical skills in organizing active travel, techniques and tactics of movement on difficult terrain, working with tourist equipment, familiarization with the travel area, ensuring safety on tourist trips, and also consolidation of the knowledge acquired by students during the learning process and acquisition of work skills at enterprises of the tourism industry in the territory of the Republic of Kazakhstan.

Practice objectives:

- consolidate and deepen the theoretical knowledge, skills and abilities of students acquired during training;
- to instill skills in organizing the work of a tourism industry worker, including organizing active tours and working with a tourist group on the route;
- study the system of work of the practice base, the specifics of management (features of organizational and functional processes), the content of the activities of a specialist in the field of tourism;
- bring the quality of professional skills to a level that allows you to independently develop tourist routes;
- drawing up optimal options for active travel programs for their implementation as an independent tourism product;
- acquisition of the necessary skills in the technique of movement on the main forms of relief, methods of insurance and self-insurance, organization of bivouacs;
- compliance with safety measures when carrying out hiking and mountain hiking trips (first aid, organization of search and rescue operations, transportation of the injured person);
- the ability to choose tactics for overcoming the main types of natural obstacles when moving along the route;
- study the infrastructure of the tourism industry and the components of tourist sites.

Places of practice (list of Contracts):

1. «VisitAlmaty» Tourism information centre
2. ТОО «Сеть Турагентств 27/11»
3. ИП «БОТАКОЗ»
4. ИП «4youtravel.kz»

20.2 INDUSTRIAL PRACTICE

Purpose of the practice:

The purpose of the industrial internship (3rd year) is to consolidate, expand, and systematize the knowledge gained by students in specialized disciplines and to simulate professional activities in the working environment of tourism and hospitality enterprises at both international and national levels.

Objectives of the Industrial Practice (Year 3):

- To develop a comprehensive understanding of the specific features of a tourism and hospitality specialist's work;
- To study the operational system of the enterprise (internship base), management specifics (organizational and functional processes), and the professional activities of a tourism and hospitality specialist;
- To improve the quality of students' professional skills and abilities to a level that enables them to independently solve practical tasks related to tourism and hospitality organizations;
- To promote the development of professionally significant personal qualities that ensure a stable interest, active, and creative attitude toward work in the tourism and hospitality field;
- To collect the necessary materials for preparing and writing the industrial internship report.

Places of practice (list of agreements):

1. ИП "Azhar travel"
2. «Сеть Турагентств 257№11» ЖШС
3. «Almatravel 2017» ЖШС
4. «KAZSERVICE AVIA» ЖШС
5. ИП «БОТАКОЗ»
6. «Best tour travel» ЖШС
7. ИП «Bella Vita»
8. ТОО «TravelCo»
9. ИП «Dilhappytravel»
10. ИП 4youtravel.kz
11. ТОО «Ocean tour»
12. ТОО «Карат»
13. ИП «Dilhappytravel»
14. ТОО «ALTIN KARTAL TOUR»
15. ТОО Joy easy trip
16. ТОО «Атырау сервис люкс»
17. ИП «ФАТИМА»
18. ТОО «BEST 11»
19. Турагентство HT.KZ
20. ИП «Баунти»
21. Туркомпания «Ailan tour»
22. Гостиница «Сая»

20.3 INDUSTRIAL/PRE-DIPLOMA PRACTICE

Purpose of the practice:

The purpose of the pre-diploma/industrial internship (4th year) is to acquire and strengthen professional skills and competencies. It includes mastering practical skills in organizing travel activities, engaging students in the organizational and technological processes of tourism institutions, and, based on the knowledge gained over four years of theoretical study at the

university, developing the ability to perform staff functions within specific work processes and adapting psychologically to new professional environments.

It also aims to reinforce theoretical knowledge obtained during studies and previous internships while gaining practical experience. The internship is conducted directly at tourism enterprises, where students perform various tasks provided by the internship program. As a result, interns must master the full range of production operations carried out by the enterprise and be able to analyze its economic activities. During the internship, students must study the assigned project (employer's task), collect the necessary materials, analyze and synthesize them, and develop a final product as the outcome of their graduation project.

Objectives of the Pre-diploma/Industrial practice (Year 4):

- To master the skills and abilities necessary for organizing work as a future tourism professional;
- To study regulatory documents governing the activities of tourism enterprises and their employees;
- To conduct an analysis of a tourism enterprise's operations;
- To plan the activities of a tourism enterprise;
- To acquire communication and customer service skills when working with clients of tourism enterprises and organizations;
- To summarize analysis results and develop recommendations for improving the performance of a tourism enterprise.

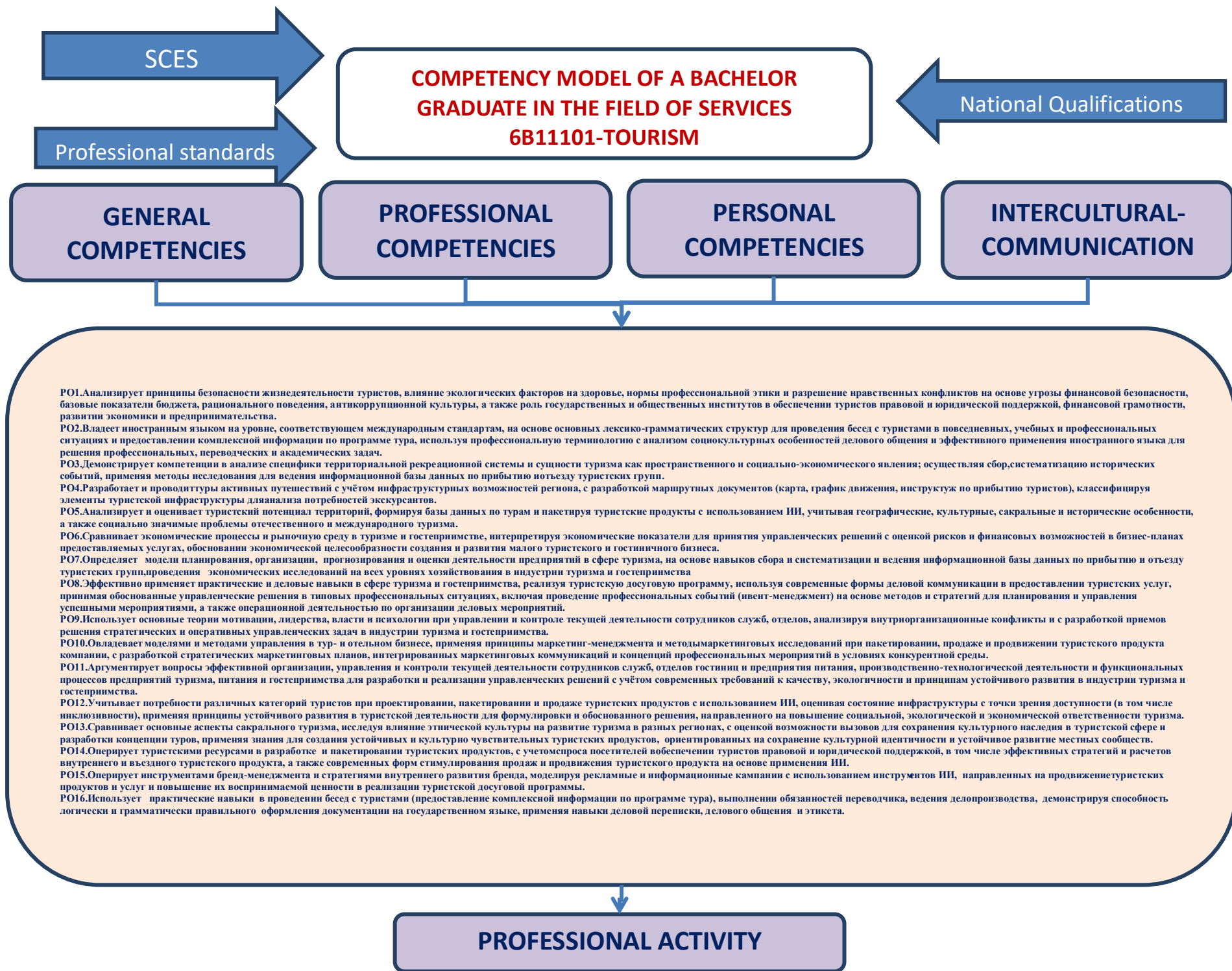
Places of practice (list of agreements):

1. «COSMOTRAVEL. KZ» ЖШС
2. «LILO TOUR» ЖШС
3. ЖК «Ұлан» мейрамханасы
4. «BAITUR_TRAVE» ЖШС
5. АҚ "Air Astana"
6. «Ht.kz» ЖШС
7. «Айзере LTD» ЖШС
8. ЖК «Балашов Р.С.» Amelia мейрамханасы
9. «Clean Market» ЖШС
10. ЖК Кулбаев С.Ж. «Vivaldi International Hotel»
11. «Ресурс Плюс KZ» ЖШС
12. Almaty Hotel ЖШС “DoubleTree by Hilton Almaty”
13. «Regardal Hotel» ЖШС
14. ЖК «Удербоева Л.И.»
15. «Holiday in Express» ЖШС
16. «Globalink logistics» ЖШС
17. «Aman Travels» ЖШС
18. «Zayd company» ЖШС
19. Regardal Hotel» ЖШС
20. ЖК «Travel Expert»
21. «AKKU TOUR» ЖШС
22. ЖК «Jobtripper»
23. ЖК «Travel Expert»
24. «Ә.Кекілбайұлы атындағы Маңғыстау облыстық тарихи-өлкетану мұражайы» МҚКК
25. «The Plaza Hotel Almaty» ЖШС
26. «Jeyran fishing club» ЖШС
27. «Panda Tours» ЖШС туроператорлық компаниясы
28. «Сеть Турагентств 27/11» ЖШС

29. АИБА ЖШС «Grand Sapphire Hotel»

30. «МАК-СЕРВИС ЛТД» ЖШС

31. «Medinur Travel» ЖШС



MATRIX FOR THE CORRELATION OF EP LEARNING OUTCOMES WITH THE COMPETENCIESFORMED

[illegible]

Expected final results of the implementation of the EP development plan

The expected final results of the educational program presuppose a clear orientation to the future, which is manifested in the ability of students to build their education, taking into account success in personal and professional activities that meet the requirements of employers. The educational program will allow students to gain deep theoretical knowledge and practical skills in the field of vocational education.

Dean of the Faculty of Management and
International Communications



Zhubanova M.Kh.

Head of the Department of International Tourism
Management



Aitbayeva G.D.