

MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN

KARAGANDA BUKETOV UNIVERSITY



Director of the Chamber of Entrepreneurs of the Karaganda region

Kulpeisov Y.D.

2022

«AGREED»

Director of the «Pulkovo» Aviation Agency

Burenok A.V.

2022



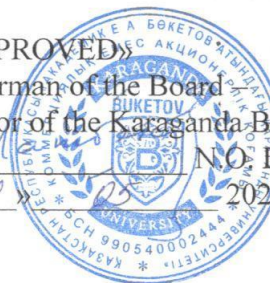
«APPROVED»

Chairman of the Board

Rector of the Karaganda Buketov University

N.O. Dulatbekov

2022



EDUCATIONAL PROGRAM

«7M11101-Tourism»

(Admission: 2022-2024)

Level: Master's degree

Karaganda, 2022

Educational program «7M11101-Tourism» developed on the basis of:

Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III “On Education”;

State compulsory standard of higher education dated August 31, 2018 No. 604 with amendments and additions as of May 05, 2020 order No. 182);

National Qualifications Framework, approved on March 16, 2016 by the Republican Tripartite Commission for Social Partnership and Regulation of Social and Labor Relations;

Order of the Minister of Education and Science of the Republic of Kazakhstan “On approval of the Rules of the educational process organization by credit technology” from April 20, 2011 No. 152;

Classifier of training areas with higher and postgraduate education from October 13, 2018. No. 569;

Professional standards approved by Orders of the Chairman/Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”:

1) “Tourism” (Annex No. 1 to Order No. 3 of January 17, 2017);

2) “Management of tourism industry development in the region / oblast” (Appendix No. 31 to the order No. December 26, 2019);

3) “Management of tourism enterprise” (Annex No. 39 to the order No 26 December, 2019 No. 2662);

4) “Promotion of tourist product” (Annex No. 40 to the order No. 26 December, 2019 No. 2662);

5) “Destination management” (Appendix No. 1 to the order No. 284 of October 22, 2018);

6) “Organization of recreation and leisure activities” (Annex No 30 to the order No 26 December, 2019 No 262);

7) “Organization of tourist services in the field of inbound and domestic tourism” (Annex No. 33 to the order December 26, 2019 N 2662);

8) “Organization of tourism services in the field of outbound tourism” (Annex No. 34 to the order No. December 26, 2019 No. 262);

9) “Provision of tourism services” (Annex No. 35 to the order No. December 26, 2019);

10) “Organization of booking of air tickets” (Annex No. 32 to order No. 2662 of December 26, 2019).

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1. Code and name of the educational program: 7M11101-Tourism
2. Code and classification of the field of education, areas of training: 7M11- Services, 7M111 - Service industry
3. Educational program group: 7M111-Tourism
4. Credit volume: 120
5. Training form: full-time
6. Language of education: Kazakh, Russian
7. Degree awarded: Master of Science by the educational program “7M11101-Tourism”
8. Type of EP: valid
9. The level by ISCE: 7
10. The level by NQF: 7
11. The level by ICF: 7
12. Distinctive features of the EP: no
 - Partner-University (JEP): -
 - Partner-University (TDEP): -
13. Number of the appendix to the license for the direction of training: Appendix No 036 dated April 2, 2019 to state license No KZ83LAA00018495, Annex 016 dated July 28, 2020
14. Name of the accreditation body and period of accreditation of the EP: IQAA, certificate No. SA-A No. 0168/8, date of issue: June 10, 2019, valid until June 7, 2024.
15. Goal of EP: Preparation of highly qualified specialists in the field of tourism, combining fundamental knowledge with an in-depth study of the processes taking place in the tourism industry, as well as having practical skills in the tourism industry.
16. Qualification characteristics of the graduate
 - a) List of graduate positions:
 - head (director) of a travel company;
 - deputy head (director) of a tourist company;
 - head of the tourism department;
 - head of the tourist information center;
 - head of a travel agency;
 - head of marketing and advertising in a tourist enterprise;
 - head of the department of air ticket reservations;
 - tourism manager;
 - excursion organizer;
 - head of the club (club of interest, collective, amateur association, section, studio, tourist group);
 - tour operator;
 - manager of inbound and domestic tourism;

- manager of outbound tourism;
- Cruise sales manager.

b) Sphere and objects of professional activity of a graduate:

- managerial;
- entrepreneurial;
- commercial; commercial;
- research.

The objects of professional activity of a graduate are: public administration bodies associated with the organization of tourism, public and private companies engaged in tourism business, consulting companies of tourism profile, scientific institutions of socio-economic, geographical profile, design and survey and planning organizations, institutions of higher education.

c) Types of professional activity of the graduate: research, educational (pedagogical), analytical, advisory.d) Functions of professional activity of the graduate:

1) *project activity*:

- ability to develop new tourism projects that meet the requirements of the tourism industry, to identify priority areas in the design, to prepare the necessary regulatory and technical documentation;
- the ability to develop strategies for the development of tourism activities at the international, national and regional (local) level;
- readiness to apply methods of analysis, development and search for solutions in the activities of enterprises of the tourism industry;

2) *production activity*:

- ability to monitor and evaluate the effectiveness of processes in the tourism industry;
- the ability to assess innovation and technological risks in the tourism industry;
- the ability to implement a modern system of standardization in the tourism industry;

3) *organizational and managerial activities*:

- management, organization, planning and control over the activities of the information center;
- mastery of methods and techniques of work with the personnel, methods of quality and productivity assessment of the personnel of the tourist industry enterprise;
- ability to formulate the concept of a tourist enterprise, develop an effective strategy and form an active policy of the tourist industry enterprise;
- the ability to evaluate and carry out a feasibility study of innovative projects in the tourism industry at different levels;

4) *service activities*:

- the ability to develop and implement regulatory documentation on standardization, certification and quality of the tourism product and services of the tourism industry;

5) *research and teaching activities*:

- readiness to use modern achievements of science and advanced technology in research work in the field of tourism;

- ability to set objectives and select research methods, interpret and present the results of scientific research in tourism;
- readiness to present the results of scientific research in tourism in the form of reports, applications, reports, abstracts, publications and public discussions;
- ability to develop and implement innovative technologies in the tourism industry;
- teaching of specialized disciplines.

17. Formulation of competency-based learning outcomes

Type of competencies	Training result code	Learning outcome (according to Bloom's taxonomy)
1. Behavioral skills and personality traits: (Soft skills)	LO 1	Knows the basic concepts, theories, and approaches to the study of society and its subsystems and applies methods for obtaining pedagogical and psychological information to develop critical thinking skills and the ability to apply them to the field of pedagogical activity
	LO 2	Applies modern educational technologies
	LO 3	Ready to communicate to solve problems in the field of management psychology
	LO 4	Can communicate freely, intelligibly and persuasively in verbal and non-verbal form in three languages to solve professional problems
2. Digital skills	LO 6	Defines the theory and methodology of commercialization of the results of scientific and scientific-technical activity, theoretical and applied provisions for the study of economic, legal and organizational problems of the management system of innovative projects in scientific activity, especially in the framework of digital transformation of sectors of the economy.
	LO 7	Applies innovative technologies in tourism activities, develops the author's concept of SMART-tourism development and criteria for assessing the degree of digitalization of tourist destinations.
3. Hard skills	LO 5	Competent in the use of professional terms in English and in the selection of language means in the translation of specialized texts
	LO 8	Demonstrates the conceptual foundations of socio-economic research in the tourism industry, the main sources and methodology of the study of tourism economics, trends and prospects for the tourism industry at the global and local levels
	LO 9	Diagnoses and identifies different types of problem situations in the tourism business, develops measures to prevent and overcome them, and plans and monitors project implementation in the tourism business
	LO 10	Develops tourist brand products of destination promotion that meet the requirements of consumers, assesses the economic efficiency of tourist brand products of destination promotion
	LO 11	Analyzes socio-economic, motivational and situational factors of consumer behavior in the tourism market, identifies effective techniques and methods of influencing consumer behavior
	LO 12	Applies in practice the basic and theoretical knowledge of strategic marketing and tourism, analyzes tourist and recreational needs, as well as tourist activity of the population, types of tourist activity, the peculiarities of tourist infrastructure development
	LO 13	Knows the theoretical and methodological foundations of economic and mathematical analysis, modeling and forecasting processes in tourism

18. Definition of modules of disciplines in accordance with the learning outcomes

Training result code	Name of module	Disciplines	Credits (ECTS)
LO 1	Philosophical and Historical Aspects of Socio-Humanitarian Knowledge	History and Philosophy of Science	4
LO 2		Pedagogy of Higher Education	4
LO 3		Management Psychology	4
LO 2, LO 4		Pedagogical practice	4
LO 4	Professional languages	Foreign language (professional)	4
LO 5		Professional foreign terminology in tourism (in English)	5
		Business communication in a foreign language (in English)	
LO 6	Innovative development of the economy	Commercialization of the results of scientific and scientific-technical activity	5
LO 7		Management of innovative business projects	
		Innovation in Tourism	5
		Digitalization and SMART-Tourism	
LO 8	Theoretical and methodological problems of the tourism industry	Current Studies of the Tourism Industry	5
LO 7, LO 8		Theoretical and methodological problems of tourism industry	5
LO 9		State and improvement of tourism business in Kazakhstan	4
LO 8, LO 11	Strategic Marketing in Tourism Organizations and Trends in World Tourism Development	Tourist and recreational resources of Kazakhstan: state and evaluation of potential (in English)	4
LO 12		Motivation of tourism and travel (in English)	
		Strategic marketing in tourism	5
		Strategies of development of tourism industry in regions and the world	
LO 13	Economic and mathematical analysis in tourism	4	
LO 5, LO 10	Theoretical and methodological problems of the tourism industry (continuation of the module)	Methods and techniques of data analysis of tourism Internet sites	4
LO 5, LO 8		Branding of tourist destinations (in English)	
		Promotion of tourist products in social networks	4
		Global Tourism Development Trends (English)	
LO 5, LO 8, LO 12	Research work	Sustainable Development of Tourism (English)	4
LO 8, LO 12		Master's research work, including internship and Master's thesis	24
LO 7, LO 8, LO 9, LO 10, LO 11, LO 12, LO 13	Final certification	Research Internship	14
		Finalization and defense of the Master's Thesis	12

19. Matrix of attainability of learning outcomes

No	Discipline	A brief description of the discipline (30-40 words)	Credits	Formable learning outcomes (codes)												
				LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12	LO 13
Cycle of basic disciplines University component																
D1	History and Philosophy of Science	Goal: to form knowledge about general laws of scientific cognition in its historical development and changing socio-cultural aspect. Objectives: - systematization of knowledge about science as a cognitive activity; - the study of the peculiarities of scientific knowledge, genesis of institutional forms of scientific activity.	4	+												
D2	Pedagogy of Higher Education	Goal: to form knowledge about the theoretical foundations of pedagogy, management of the learning process in higher education. Objectives: - formation of ideas about the organization of the educational-educational process in higher education; - To teach the methodology and ethics of teachers; - substantiation of the specifics of the organization of educational process in higher education.	4		+											
D3	Management Psychology	Goal: to form a system of ideas about the regularities and specifics of socio-psychological principles of management. Objectives: - Study of theoretical provisions and current problems of psychology of management; - mastering the peculiarities of psychology of management and personal qualities of the head.	4			+										
D4	Foreign language (professional)	Goal: to improve the master's level of foreign language skills to solve social and communicative problems. Objectives: - mastering the skills of expressing opinions, arguing decisions and actions, analyzing socially significant processes and problems; - free use of three main components: communication sphere and topics; socio-cultural cognition; linguistics.	4				+									
Cycle of basic disciplines Elective component																
D5	Professional foreign terminology in tourism (in English)	Goal: to form knowledge of the application of conceptual and categorical apparatus in a foreign language to solve research and marketing problems. Objectives: - organization of research and professional activities on the	5					+								

		theoretical and methodological basis of linguistic and economic sciences; - the use of a foreign language as a means of communication in the marketing environment.															
	Business communication in a foreign language (in English)	Goal: to form knowledge of the organization of business communication in English. Objectives: - use of dialogic and monological speech in specialized situations related to economic activities; - development of the skill of stylistically correct, logically correct presentation of the answer to questions in a foreign language.	5					+									
D6	Commercialization of the results of scientific and scientific-technical activity	Goal: improvement of knowledge and competencies in the field of conducting innovative business, formation of students' skills of commercialization of the results of intellectual work. Objectives: - acquisition of basic knowledge in the field of innovation management; - To use practical skills for implementation of innovation projects and commercialization of results of intellectual work.	5					+									
	Management of innovative business projects	Goal: to develop skills in the effective management of projects with an innovation component. Objectives: - gaining knowledge on the key principles of defining the purpose, subject areas and structure of an innovative project; - improvement of skills on the use of the algorithm for solving problems that arise during the implementation of an innovative project..	5					+									
D7	Innovation in Tourism	Goal: formation of ideas about the basics of assessment of innovative business environment of the organization, especially within its tourism activity. Objectives: - to improve the skills of developing and evaluating the effectiveness of the used innovative technologies at the tourist enterprise; - development of competence in research of progressive innovative technologies in tourism.	5						+								
	Digitalization and SMART-tourism	Goal: to form knowledge of the development of the author's concepts of SMART-tourism and the criterion for assessing the degree of digitalization of tourist destinations. Objectives: - systematization of knowledge about the basics of SMART-tourism; - development of digital competencies for using SMART-solutions in tourism, assessment of the level of digitalization of tourist destinations.	5						+								
Cycle of core disciplines University component																	

		at the tourist enterprise.															
	Strategies of development of the tourism industry in the regions of the world	Goal: to form a comprehensive view of the main directions and strategies of tourism development in the world. Objectives: - gaining skills to analyze the features of existing strategies of tourism development in different countries of the world; - Development of professional competencies in terms of using tools for strategy development in tourism.	5														+
D 13	Economic and Mathematical Analysis in Tourism	Goal: the formation of knowledge and skills to apply in practice the methods of mathematical modeling to solve tourism problems. Objectives: - mastering the theoretical foundations of conducting economic and mathematical analysis in tourism; - development of practical skills of economic processes modeling and application of mathematical methods for their analysis.	4														+
	Methods and techniques for analyzing tourism Internet sites	Objective: to form the skills of analyzing and connecting counters on tourist Internet sites. Objectives: - learning the basic principles of using modern marketing tools to collect data from tourism websites; - getting practical skills of data analysis for further unification and increase of efficiency of tourist enterprise web-pages.	4														+
D14	Branding of tourist destination (in English)	Goal: to develop skills in the analysis and management of modern tourist brands. Objectives: - familiarization with the essence, types and functions of branding of tourist destinations, its main forms and technologies; - mastering the principles and practical skills of formation and development of the tourist brand.	4					+						+			
	Promotion of tourist products in social networks (in English)	Goal: to form a comprehensive view of the tools for promotion of tourist products in social networks. Objectives: - familiarization with the special terminology in the field of promotion in social networks, the peculiarities of SMM for tourist products; - development of skills to promote tourist products on the example of social networks Instagram and Facebook.	4					+						+			
D15	Trends in Global Tourism Development (in English)	Goal: to form knowledge of the prospects and current trends in the development of international tourism in the context of globalization and digitalization. Objectives: - study of the current state of the tourism industry in the context of the regions of the world; - analysis of future trends in tourism development in the context of globalization and digitalization of services.	4					+					+				

	Sustainable tourism development (in English)	<p>Goal: formation of the theoretical foundations of sustainable tourism development, understanding the key differences between ecotourism and sustainable tourism.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - understanding the essence of the elements of sustainable tourism development and the GSTC industry criteria; - acquaintance with theoretical aspects of formation of sustainable destinations in the world. 	4					+			+				
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20. Alignment of planned learning outcomes with the methods of teaching and assessment within the module

Learning outcomes	Planned learning outcomes for the module	Training methods	Evaluation methods
LO1	Knows the basic concepts, theories, and approaches to the study of society and its subsystems and applies methods for obtaining pedagogical and psychological information to develop critical thinking skills and the ability to apply them to the field of pedagogical activity	Interactive lecture	Test
LO2	Applies modern educational technologies	Case-methods	Colloquium
LO3	Ready to communicate to solve problems in the field of management psychology	Project-based learning	Project Preparation
LO4	Can communicate freely, intelligibly and persuasively in verbal and non-verbal form in three languages to solve professional problems	Discussion	Presentations
LO5	Competent in the use of professional terms in English and in the selection of language means in the translation of specialized texts	Discussion	Colloquium
LO6	Defines the theory and methodology of commercialization of the results of scientific and scientific-technical activity, theoretical and applied provisions for the study of economic, legal and organizational problems of innovative projects management system in scientific activity	Перевернутый класс (Flipped Class)	Colloquium
LO 7	Applies innovative technologies in tourism activities	Project-based learning	Project Preparation
LO8	Demonstrates the conceptual foundations of socio-economic research in the tourism industry, the main sources and methodology of the study of tourism economics, trends and prospects for the tourism industry at the global and local levels	Case-methods	Catanotest
LO9	Diagnoses and identifies different types of problem situations in the tourism business, develops measures to prevent and overcome them, plans and monitors project implementation in the tourism business	Interactive lecture	Test
LO10	Develops tourist brand products of destination promotion that meet the requirements of consumers, assesses the economic efficiency of tourist brand products of destination promotion	Interactive lecture	Test
LO11	Analyzes socio-economic, motivational and situational factors of consumer behavior in the tourism market, identifies effective techniques and methods of influencing consumer behavior	Interactive lecture	Test
LO12	Applies in practice the basic and theoretical knowledge of strategic marketing and tourism, analyzes tourist and recreational needs, as well as tourist activity of the population, types of tourist activity, the peculiarities of tourist infrastructure development	Discussion	Presentations
LO13	Knows the theoretical and methodological foundations of economic and mathematical analysis, modeling and forecasting processes in tourism	Interactive lecture	Colloquium

21. Criteria for assessing the achievability of learning outcomes

Codes of LO	Criteria
LO 1	Knows: basic concepts, theories and approaches to the study of society, the main provisions of the content of higher education, modern didactic concepts in higher education; features of the design and organization of pedagogical and psychological processes in higher education, modern educational technologies; fundamentals of pedagogical skills and psychological techniques, management in education, management of the process of formation and development of students' personality.
	Can: the ability to abstract thinking, analysis, synthesis; the ability to use in management activities, knowledge in the field of theory and practice; formulate and solve problems arising in the pedagogical process and requiring in-depth pedagogical knowledge; analyze and comprehend the realities of modern theory and practice of higher education; diagnose and advise students taking into account the profile of future professional activity.
	Owns: skills of applying theoretical and practical knowledge to analyze the object of research, conducting; basic concepts, theories and approaches to the study of society and its subsystems and applies methods of obtaining pedagogical and psychological information to form critical thinking skills and the ability to apply it to the field of pedagogical activity.
LO 2	Knows: modern teaching methods and technologies.
	Can: use information resources to solve educational tasks.
	Owns: knowledge transfer skills in accordance with the requirements of modern education.
LO 3	Knows: the main provisions and features of the activity of a practical psychologist in the field of management activities; methods and techniques for improving the effectiveness of the organization.
	Can: the ability to abstract thinking, analysis, synthesis; the ability to use in management activities, knowledge in the field of theory and practice of the organization of potential opportunities in the organizational sphere; about the possibilities of using the studied materials in the practical activities of a psychologist in the management sphere and in the field of conflict resolution between the subjects of interaction; about permissible limits and ways of influencing employees; about the procedure and patterns of mediation conflict resolution.
	Owns: skills of working with participants of the conflicting parties, the organizational system, providing them with psychological assistance in the management sphere; readiness for communication to solve problems in the field of management psychology; ability to take into account the interests, positions and motives of employees; resolution of professional conflicts in the organization.
LO 4	Knows: foreign language in interpersonal communication and professional activity; freely and adequately expresses his thoughts in conversation and understands the interlocutor's speech in a foreign language; conducts written communication in a foreign language, composes business letters; applies methods and means of cognition for intellectual development, raising the cultural level, professional competence.
	Can: accurately use scientific terminology in a foreign language, stylistically competently, logically correctly states the answer to questions; independently forms conclusions and generalizations.
	Owns: expressed ability to independently and creatively solve complex problems in a non-standard situation; manifestation of cognitive activity, independence, creativity, ability to answer non-standard questions, etc.
LO 5	Knows: knowledge of the organization of business communication in English.
	Can: to use dialogical and monological speech in specialized situations related to economic activity; to organize research and professional activities on the theoretical and methodological basis of linguistic and economic sciences.
	Owns: skills in using professional terms in English.
LO 6	Knows: the main methods and models of technology commercialization; the principles of the impact of new technologies on the competitive situation in business; the essence and interrelation of the stages of commercialization of R&D results and technologies.
	Can: to analyze the proposed R&D results for their use in their own business; to find new technological opportunities for the development of their own business.
	Owns: skills in managing the commercialization of R&D results and technologies.
LO 7	Knows: the essence of the category "innovation", the typology of innovation; the content of the innovation process and its stages; goals and objectives of innovation in tourism firms; evaluation of the effectiveness of innovation in tourism.
	Can: apply innovative methods of work in practice; manage innovative activities in a travel company; evaluate the effectiveness of innovations in tourism; develop goals and objectives of innovative activities in tourism.
	Owns: the skills of developing projects in the main areas of tourism activity; the use of modern information technologies in the development of new cultural products; the

	development of separate sections of projects in regional programs for the development of the tourism industry.
LO 8	Knows: methods of analysis, search, modeling of constructive solutions; methodology of their selection and adoption of constructive decisions in the activities of tourism industry enterprises conceptual foundations of socio-economic research in the tourism industry, the main directions of development of theory and methods of research in the field of tourism system of socio-economic parameters of the development of the tourism industry; indicators of efficiency and effectiveness of tourism industry enterprises; list, the content and rules for the preparation of reporting materials based on the results of scientific research.
	Can: to make a reasonable choice of research tools for making constructive decisions in the activities of tourism industry enterprises; to set tasks and choose methods of research on the economics and sociology of tourism, to conduct research, interpret and present the results of scientific research in the field of tourism, to evaluate the effectiveness and efficiency of tourism activities; to compile analytical materials and reporting forms on scientific research based on the results of the research, in particular including in the form of public speeches and discussions.
	Owns: an integral system of skills for using abstract thinking in solving problems that arise when performing research in the tourism industry, skills for defending one's point of view, skills for making informed constructive decisions in the activities of tourism industry enterprises through a competent choice of research tools; skills for setting tasks, as well as choosing research methods; the skills of conducting research in the field of economics and sociology of tourism using selected methods of mastering the principles and technology of planning and organizing socio-economic research in the tourism industry; methodology for compiling analytical materials and reporting forms on scientific research based on the results of the research.
LO 9	Knows: the procedure for opening a tourist enterprise, the structure, functions and features of the tourism industry; sources, principles and procedure for financing the tourism industry; features of the formation of an entrepreneurial environment in the tourism industry; theoretical foundations of personnel management of a tourist enterprise; theoretical foundations of the organization and implementation of strategies and programs for different types of tourist products that meet the needs of consumers; economic and legal aspects of entrepreneurship in tourism; fundamentals of the organization and planning of the activities of tourism enterprises.
	Can: analyze the factors of socio-economic efficiency of tourism industry enterprises; determine the economic efficiency of tourism industry enterprises; operate with economic indicators of tourism industry enterprises; justify the strategy and tactics of economic development of tourism industry enterprises in the conditions of market reform; analyze economic problems at tourism industry enterprises and find ways to solve them; solve typical economic tasks of economic activity in the tourism industry; to create the simplest management systems and structures in the proposed forms of tourism business.
	Owns: application of the regulatory framework in tourism activities; methods and technologies of monitoring the market of tourist services; skills of coordination of activities to optimize the use of resources of tourism industry enterprises; methods of planning, management, control, methods of calculating optimal costs for the implementation of production and technological activities in tourism; skills of working with modern information technologies necessary for the organization and implementation entrepreneurship in tourism; the skills of developing innovations in the tourism business: in the creation of tourist products, in the service of tourists, in the organization of the activities of a tourist enterprise; methodological and methodological apparatus that allows you to explore, analyze and predict phenomena in the field of entrepreneurship.
LO 10	Knows: the essence of the concept of "place brand"; typology and trends in the development of territorial brands; foreign experience in branding a tourist destination, coding its identity; the main problems in the process of branding a tourist destination; features of marketing activities in the promotion of brands of a tourist destination; the essence, concept and features of the concept of designing tourist branded products promoting a tourist destination; elements and structure of the brand territory (a slogan or motto reflecting the specific features of the territory; the logo of the district or the geographical symbol of the district, its trademark); the methodology of compiling the brand of a tourist destination in accordance with the peculiarities of psychological perception of different age categories and social segments of the market; national characteristics of various segments of the consumer market in the perception of certain tourist brands of the destination.
	Can: create and implement tourist brands of territories; solve project situations focusing exclusively on the client; quickly and decisively adjust projects based on the changed situation; apply acquired knowledge and skills from the field of new information technologies in their professional activities when solving general and applied brand tasks.
	Owns: skills in the technology of developing brands of a tourist destination; methodology and methodology of branding the territory; skills of interaction in the system of brands of a tourist destination; basic skills of brand design.
LO 11	Knows: methods of structuring needs; a system of methods for studying and forecasting future needs, requests and preferences of potential consumers; models of purchasing behavior and factors influencing it; the sequence of analysis of market development opportunities; modern concepts, approaches and methods of managing consumer behavior in the market of goods, services, ideas; needs of buyers (customers) to ensure the most their full satisfaction; the goals of purchasing goods and services by target segments; the value system of consumers, their intentions and behavioral characteristics; socio-psychological aspects of working with the consumer; features of the purchase decision-making process.
	Can: to identify factors influencing changes in requests and preferences and consumer behavior in the market as a whole; to influence the motivation of the buyer; to develop an appropriate marketing strategy to optimize consumer behavior; to identify the causes of unsatisfied needs.
	Owns: scientific analysis of the nature of consumer behavior.

LO 12	Knows: marketing functions, forms and types of marketing orientation of the tourism industry enterprise; types of marketing strategies, solutions and methods of their development; the basics of promoting a tourist product in the tourism industry.
	Can: develop plans to overcome crisis situations in the market related to changes in consumer demand, the actions of competitors and external market conditions, as well as take measures to prevent them; form appropriate marketing strategies and solutions; ensure coordination of marketing actions with all functional divisions of the tourist organization and subjects of the tourist market to promote tourist products in the tourism industry to the final consumers.
	Owens: skills of conducting quantitative and qualitative analysis of the country's recreational resources; development and implementation of production programs and strategies in the marketing tourism industry; resolution of anti-crisis and innovative marketing during the implementation of a tourist product.
LO 13	Knows: basic concepts, terminology used in modeling economic processes; goals, objectives and principles of modeling economic processes and the use of mathematical methods for their analysis; the main directions of economic and mathematical modeling and the scope of their application in tourism.
	Can: apply in practice the basic methods of mathematical modeling in solving problems in tourism, use mathematical methods to analyze economic processes and their models. To build standard models of economic processes.
	Owens: possess the skills of economic and mathematical modeling of phenomena in the tourism industry; possess modern methods of diagnosis, analysis and problem solving, as well as methods of decision-making and their implementation in practice; demonstrate knowledge of economic and mathematical methods and models, modeling and classification of economic and mathematical models; apply in practice the basic elements of game theory in economic modeling tasks to build models of planning and management of a tourist enterprise.

22. Model of a graduate of an educational program

Graduate attributes:

High professionalism in the field of services

Emotional intelligence

Adaptability to global challenges

Leadership

Entrepreneurial thinking

Global citizenship

Understanding the importance of the principles and culture of academic integrity

Types of competences	Competency description
1. Behavioral skills and personality traits (Soft skills)	<ol style="list-style-type: none"> 1. ability to think abstractly, analyze, synthesize; readiness to act in non-standard situations, bear social and ethical responsibility for decisions made; ability to analyze, plan and organize professional activity; 2. readiness for self-development, self-actualization, use of creative potential; 3. professional possession of management skills of basic provisions of normative documents in planning, forecasting, analysis of main components of teaching and education process in higher education; demonstration of level of preparation for solution of psychological and pedagogical tasks in higher education teaching process; 4. readiness to communicate verbally and in writing in state, Russian and foreign languages to solve problems in the field of professional activity; 5. readiness to lead the team in the field of professional activity with tolerant attitude towards social, ethnic, confessional and cultural differences; 6. readiness to use knowledge of modern problems of science and education in solving professional problems; 7. awareness of social importance of the future profession, possession of high motivation to carry out professional activity.
2. Digital skills:	<ol style="list-style-type: none"> 1. applies digital tools in the analysis of aspects related to the issues of commercialization of the results of scientific and scientific-technical activity, as well as within the management of innovative projects; 2. develops author's concepts of SMART tourism development and criteria for assessing the degree of digitalization of tourist destinations, uses information and telecommunication tools to create modern, highly competitive tourist products.
3. Hard skills	<ol style="list-style-type: none"> 1. formulation of learning tasks for the disciplines taught and possession of an optimal didactic strategy for managing the formation of cognitive activity in the learning process; 2. proficiency in reading and finding necessary information in texts on a wide profile of specialty, as well as business documentation; 3. mastering of basic tools and methods of scientific research; 4. formation of skills to identify and use intellectual resources along with other types of company resources, as well as skills to analyze the effectiveness of innovative projects using modern software products, the ability to present innovative projects;

5. ability to use the knowledge of traditional and modern problems of history and philosophy of science in research activities in professional area.
6. has an idea of modern trends of tourism development, philosophical-historical, pedagogical, psychological aspects of socio-humanitarian knowledge;
7. is able to conduct scientific research of modern theoretical and practical problems of tourism industry;
8. applies modern pedagogical technologies in conducting classes in economic and interdisciplinary disciplines;
9. applies knowledge of a foreign language at a professional level that allows to carry out scientific research and practical activities in the field of tourism;
10. is able to organize and manage the processes of formation and realization of tourist products and services;
11. conducts a systematic analysis of the market for tourism services and forecasts its development for the effective functioning of the hospitality and tourism industry, as well as meeting consumer demands;
12. applies economic and mathematical methods to analyze the tourism market;
13. applies methods of operational, tactical and strategic forecasting, design and planning of tourism activities at regional, national and international levels.

Developers:

Members of the working group:

The Head of Marketing Department, Candidate of Economics, Associated professor

Senior lecturer of Marketing Department, Candidate of Economics

Professor of Marketing Department, Doctor of Economics, Associated professor

Master's student of the 2nd course of EP «Tourism»

D.G. Mamrayeva
L.V. Tashenova
A.Zh. Saduov
Satybaldinova A.N.

The educational program is considered by the Faculty Council from 14.02.2024 y. N/4

The educational program was considered at the meeting of the Academic Council from 18.02.2024 minutes No. 5

The educational program was considered and approved at the meeting of the University Board from 26.03.2024 No. 12

Member of the Board-Vice-Rector for Academic Affairs

T.Z. Zhusipbek

Director of the Department for Academic Work

G.S. Akybayeva

Dean of the Faculty of Economics

Zh.S. Khussainova

**EDUCATIONAL PROGRAM DEVELOPMENT PLAN
7M11101-TOURISM**

The purpose of the Plan is to contribute to improving the quality of the conditions for the implementation of the educational program, taking into account the current requirements of the labor market and the achievements of modern science.

Target indicators

№	Indicators	Unit of measurement	2022-2023 (in fact)	2023-2024 (plan)	2024-2025 (plan)	2025-2026 (plan)
1	Human resources development					
1.1	Increase in the number of teachers with academic degrees	Number of people	9	1	1	1
1.2	Advanced training in the teaching profile	Number of people	7	4	4	4
1.3	Involvement of practitioners in teaching	Number of people	1	1	1	1
1.4	Other	Number of people	-	-	-	-
2	Promotion of the EP in the ratings					
2.1	IQAA	Position	3	3	2	2
2.2	IAAR	Position	3	2	2	2
2.3	Atameken	Position	-	-	-	-
3.	Development of educational and scientific-methodical literature, electronic resources					
3.1	Textbooks	Number	2	1	1	1
3.2	Training manuals	Number	2	1	2	2
3.3	Methodological recommendations/instructions	Number	1	2	3	3
3.4	Electronic textbook	Number	1	1	2	2
3.5	Video/audio lectures	Number	1	3	2	2
3.6	Other	Number	-	-		

4.	Development of educational and laboratory facilities	Number				
4.1	Purchase of software products	Number	-	1	1	-
4.2	Purchase of equipment	Number	1	1	1	1
4.3	Other	Number	-	-	-	-
5.	Updating the content of the EP					
5.1	Updating the learning outcomes and the list of disciplines taking into account the requirements of the labor market, scientific achievements, professional standards	Year		+		+
5.2	Introduction to the EP of academic disciplines in foreign languages	Year				
5.3	Introduction of new teaching methods	Year	+	+	+	+
5.4	Opening of joint/two-degree program on the basis of the EP	Year			+	
5.5	Other	Year	-	-	-	-

Head of the Marketing Department



D.G. Mamrayeva