


«K.Kulazhanov Kazakh University of Technology and Business» JSC	EP 26/03 – 19 -2025	
Educational program	Edition 4	

EDUCATIONAL PROGRAM

6B11129 International tourism

the code and name of the educational program

Level: Bachelor's

Approved

by the Board of Directors of JSC

«Kulazhanov KazUTB» " 02 " 04 20 25



Recommended


by the Academic Council of JSC

«Kulazhanov KazUTB» " 28 " 03 20 25

protocol No. 8

Astana–2025

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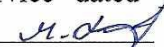
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Preface

Educational program "6B11129 International tourism". It was developed in accordance with the State Mandatory Standard of Higher Education/ Postgraduate Education, approved by Order No. 2 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022, as well as based on professional standards: "Organization of tourism services in inbound and domestic tourism" from No. 224 of 06/12/2022, "Organization of business events in tourism (festivals, exhibitions, forums, infotours)" from No. 224 of 06.12.2022.

Educational program "6B11129 International tourism" approved at the meeting of the Council on Academic Quality on " 27 " 03 2025, protocol No. 4
Chairman Baibolova L.K. 

The educational program "6B11129 International tourism" was approved at the meeting of the Commission on Academic Quality of the Faculty on " 20 " 12 2024, protocol No. 3
Chairman Mustafayev K.S. 

The educational program "6B11129 International tourism" was developed and discussed at the meeting of the department "Tourism and service" dated " 20 " 12 2024, protocol No. 5
Head of the department Zhunusova A.A. 









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Approval sheet

Educational program "6B11129 International tourism "

(code and name of the EP)


AGREED:

Vice-Rector for Administrative Affairs		E. Askarbekov	" 27 " 03 2025 year
Head of Educational Programs Department	 PP	B. Bayadilova	" 27 " 03 2025 year
Employer <i>The Private Company of the Astana International Financial Centre, E.A.F.C. Ltd. director</i>	 PP	<i>Batyrova A.B.</i>	" 28 " 03 2025 year
Employer <i>manager Aruzkan - Agent LLP</i>	 PP	<i>Aruzkan D.A.</i>	" 18 " 03 2025 year
Employer <i>SAYAT TRAVEL director</i>	 PP	<i>Moysudabov A.G.</i>	" 10 " 03 2025 year
Employer <i>100 "Viradelis" VIRADELIS "LLP</i>	 PP	<i>Viradelis</i>	" 13 " 03 2025 year
Employer <i>100 "Viradelis" VIRADELIS "LLP director</i>	 PP	<i>Viradelis</i>	" 13 " 03 2025 year
Student <i>MTUR-222</i>	 PP	Kushchugulova	" 18 " 03 2025 year

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1 Passport of the educational program

International Standard Classification of Education (ISCED) level	6
National Qualification Framework (NQF) level	6
Sectoral Qualifications Framework (SQF) level	6
Code and name of the field of education	6B11 Services
Direction of training	6B111 Service industry
Number and name of the group of educational programs	B091 Tourism
Code and name of the educational program (EP)	6B11129 International tourism
Educational program profile	“Services” higher education in the field of services
Goal of the educational program	Training of highly qualified specialists with innovative thinking, possessing advanced technologies in the modern tourism industry, able to integrate into the conditions of the global tourism business
Completion criterion of an educational program	240 academic credits
Language of instruction of the educational program	Russian, Kazakh, English
Distinctive features of the educational program	-
Partner University	-

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2 Qualification characteristics of the graduate of the educational program

Degree awarded	Bachelor's Degree "6B11129 International tourism" according to the educational program "code and name of the educational program"
Field of professional activity	These include the tourism and hospitality industry, as well as science, education, government regulation and other areas of human activity, directly or indirectly related to tourism.
Types of professional activity	organizational and managerial production and technological service and operational research educational (pedagogical) design service
Object of professional activity	public administration bodies related to the organization of tourism (ministries, akimats, their regional divisions and structures); <ul style="list-style-type: none"> • public and private companies engaged in the tourism business; • travel consulting companies; • marketing services of tourism enterprises; • Tourism infrastructure facilities; • educational institutions that train middle-level specialists in tourism; • Research organizations that study the problems of tourism development; • advertising agencies engaged in the promotion of tourist services to the domestic and foreign markets; • Planning and implementation of tourism activities; • organization of work on goals, resources and results; • rational control of the activities of employees and tourism enterprises and organizations in general, team management and coordination of activities in the external environment; • Employee motivation; • representation of tourism enterprises and organizations and their external interests; • research and diagnosis of problems, forecasts, goals and situations; • consulting, methodological, educational work with employees; • Innovative activities in the field of tourist traffic management; • organization and planning of preventive and search-and-rescue operations in tourist events.
Functions of professional activity	Long-term and current planning of tourist activities, taking into account changes in the socio-political and socio-economic situation in the Republic of Kazakhstan and abroad; <ul style="list-style-type: none"> - development and promotion of new types of tourist services; Organization of accounting and control in order to optimize the management process; <ul style="list-style-type: none"> -Management of the work on the provision of tourist services in various areas of the tourism business; -Conducting economic analysis and decision-making in the field of tourism business

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3 Requirements for the content of the educational program

Name of cycles and disciplines	Workload in academic credits
Cycle of general education disciplines (GED)	56
Required component	51
University component	5
Cycle of basic disciplines (BD)	89
University component	25
Component of choice	62
Professional practice	2
Cycle of major disciplines (MD)	87
University component	15
Component of choice	55
Professional practice	17
Final assessment	8
Total	240

4 Additional educational programs (minor)


4.1 Minor «Modern aspects of artificial intelligence application»

Name of disciplines	Workload in academic credits
Introduction to Artificial Intelligence	5
Introduction to Artificial Intelligence	5
Artificial intelligence in the management of object	5
Total	15


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5 Competency map or the educational programs «6B11129 International tourism»

Type of competencies	Learning outcomes code	The result of the study (according to Bloom's taxonomy)
Behavioral skills and personal qualities Softskills	LO _{GED1}	Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.
	LO _{GED2}	Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication
	LO _{GED3}	Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.
Digital competencies Digital skills	LO 8	He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.
Professional skills Hardskills	LO 1	He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.
	LO 2	Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business
	LO 3	He is able to understand the importance of culture and cultural heritage as a form of human existence and be guided in his activities by modern principles of tolerance, dialogue and cooperation.
	LO 4	To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.
	LO 5	Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field


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LO 6	Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism.
LO 7	He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.
LO 9	Applies acquired knowledge and skills in the international tourism and hospitality industry
LO 10	He uses modern technology and special equipment in his professional activities, and has the skills to run a tourism business.
LO 11	Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service

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6 Learning outcomes of the educational program and modules

Key competencies	Learning Outcomes (LO) for the educational program	Name of module	Learning outcomes for the module	Name of disciplines that form learning outcomes
Behavioral skills and personal qualities	<p>LOGEC1 Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.</p> <p>LO1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO6 Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism.</p>	<p>Man and Society – the foundation of worldview and socio-political knowledge. Information and communication</p>	<p>Applies the fundamental laws of Kazakhstan's history, philosophy, and socio-political knowledge for effective socialization and adaptation in changing socio-cultural conditions, shaping a personality capable of mobility in the modern world, critical thinking, and physical self-improvement.</p>	<p>History of Kazakhstan</p> <p>Physical Education</p> <p>Philosophy</p> <p>Module on Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology)</p> <p>Module of economics, entrepreneurship, law and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)</p>
Soft skills	<p>LOGEC2 Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication</p>		<p>Capable of interpersonal social and professional communication in Kazakh, Russian, and foreign languages</p>	<p>Foreign Language</p> <p>Kazakh/Russian Language</p>


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Professional skills Hardskills	<p>LO4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO1 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p>	Tourism management	Demonstrates basic knowledge of the basics of management, marketing in the management of tourism business in the promotion of tourist products, preparation and organization of tours, designs tours, conducts excursions at a high professional level.	Management of tourism Fundamentals of tourism marketing Directing individual tours
Professional skills Hardskills	<p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 6 Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism.</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p>	Development of tourist programs	Demonstrates skills in organizing international tourism, knows how to plan, calculate costs, makes up the business structure of a tourist enterprise, creates tours, knows the skills of visa procedures, draws up insurance contracts, has sales technology, speaks English at a professional level, calculates the costs of organizing the activities	Organization of international tourism Sustainable development, ecology and life safety Tour operating


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<p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p> <p>LO 3 He is able to understand the importance of culture and cultural heritage as a form of human existence and be guided in his activities by modern principles of tolerance, dialogue and cooperation.</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p>	<p>of a tourism industry enterprise; builds his reports and development projects it is well-reasoned and competent to analyze the services in various specialized tourist programs; presents information in the field of tour management in various forms of messages, taking into account the specifics of the audience.</p>	<p>Theoretical foundations of tourism activities and practice</p>	<p>He has knowledge of the customs, traditions and culture of the peoples of the world, knows the basics and methodology used in the tourism industry, national dishes of the peoples of the world, has knowledge of his native land, features of flora and fauna, tourist features of the region. He knows</p>	<p>Fundamentals of scientific research in the service sector</p> <p>Sales technology in tourism activities</p> <p>Customs, traditions and culture of the people of the world</p> <p>Fundamentals of tourism and local history work</p>
<p>Professional skills Hardskills</p>				

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<p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p>	<p>The technology of high-quality service in tourism.</p>	<p>Demonstrates practical competence in the field of analysis and selection of tourism facilities in the preparation of a tourist offer and the formation of a tour, applies knowledge of world experience in tourism activities, has negotiation skills, business communication, and is able to organize events.</p>	<p>World tourism industry</p>
<p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p>			<p>Intrafirm tourism planning</p>
<p>Digital competencies Digital skills Professional skills Hard skills</p>			<p>Animation activities in tourism</p> <p>Organization of leisure time in tourism</p>

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<p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service.</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of</p>			Introduction to Artificial Intelligence
			MICE tourism
			Branding and PR in tourism
			Development of artificial neural networks
			Visa support and insurance in tourism business

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<p>tours, organize tours for inbound and domestic tourism, transport services, transfer.</p> <p>LO 6 Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 10 He uses modern technology and special equipment in his professional activities, and has the skills to run a tourism business.</p>			Ecological tourism Event tourism
<p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 3 He is able to understand the importance of culture and cultural heritage as a form of human existence and be guided in his activities by modern principles of tolerance, dialogue and cooperation.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p>	Tourism infrastructure.	Demonstrates knowledge of the culture of the Turkic peoples, solves issues related to the types of tourism infrastructure, has deep knowledge of museum business, is able to	Information technologies in tourism Artificial intelligence in the management of object Museum studies
Professional Skills Hardskills			

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<p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry. LO 9 Applies acquired knowledge and skills in the international tourism and hospitality industry LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p>	<p>Regulation of tourism business and intercultural communication in tourism</p>	<p>Turkology and tourism</p>
<p>Professional skills</p>	<p>Demonstrates knowledge in the field of tourism in a foreign language, knows how to conduct business, knows the basics of business structure, has a high level of organization</p>	<p>Organization of international exhibition activities Industrial practice 1</p>
<p>Hardskills</p>	<p>Regulation of tourism business and intercultural communication in tourism</p>	<p>Turkish in the business practice of international tourism (basic level) Turkish for International Business (basic level)</p>




	<p>LO 9 Applies acquired knowledge and skills in the international tourism and hospitality industry</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 9 Applies acquired knowledge and skills in the international tourism and hospitality industry</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 9 Applies acquired knowledge and skills in the international tourism and hospitality industry</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting,</p>	<p>and planning of tourist activities.</p>	<p>Turkish in the business practice of international tourism (basic level)</p> <p>Turkish for International Business</p> <p>Food culture in restaurants</p> <p>Food Industry in Tourism</p> <p>Microeconomics of social sphere and tourism</p>
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<p>decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 3 He is able to understand the importance of culture and cultural heritage as a form of human existence and be guided in his activities by modern principles of tolerance, dialogue and cooperation.</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools</p> <p>LO 7 He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer.</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p>	<p>New technologies of tourism services and the development of professional skills based on tourism enterprises</p>	<p>Solves specific engineering issues related to the prevention of injuries, accidents and other emergencies; possess information on the history of international tourism development; Kazakhstan and international organizations in the field of tourism; economic and administrative mechanisms to support tourism development</p> <p>Demonstrates practical competence in the field of analysis and selection of tourism facilities in the preparation of a tourist</p>	<p>Cultural tourism</p> <p>Industrial practice 2</p> <p>Transport provision in tourism</p> <p>Logistics in tourism</p> <p>Resortology</p> <p>Theory and methodology of tourism industry</p>
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Digital competencies Digital skills Professional skills Hardskills

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<p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 9 Applies acquired knowledge and skills in the international tourism and hospitality industry</p> <p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism activities in the implementation of a tourist product using artificial intelligence tools.</p> <p>LO 2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO 8 He is able to apply the knowledge of working with special information in the field of professional tourism</p>	<p>offer and the formation of a tour.</p> <p>He has the skills to work with tourist regions on the map, as well as the selection of country data for the tourist offer and apply the methodology of developing advertising appeals, choose effective advertising distribution channels.</p> <p>Applies in practice knowledge of international standards and certification in the restaurant and hotel business, the main functions of HR management, organizes the entertainment industry, behavioral skills in food places, the development of eco-tours.</p> <p>He has skills in applying the studied tools and methods of developing and making managerial decisions by playing</p>	<p>International regulation of the tourism business</p> <p>Standards of service in tourism</p> <p>International reservation systems in the tourist business</p> <p>Advertising and information activities in the tourism business</p> <p>Business planning</p>
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	<p>activities in the implementation of a tourist product using artificial intelligence tools</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 6 Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry</p> <p>RS11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry</p> <p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p> <p>LO 1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting,</p>	<p>specific situations and solving practical problems.</p>	<p>4</p> <p>Accounting and taxation in the service sector</p> <p>International Tourism Safety</p> <p>Human resource management in tourism</p> <p>HR management in tourism</p> <p>Statistics in international tourism</p>
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<p>decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO 4 To organise quality service provision for customers according to types of tourist services, it identifies the trends and prospects of the domestic and global tourism industry.</p> <p>LO 5 Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field</p>		<p>World cultural heritage in the field of tourism</p>	<p>Pre-graduate practice/(Industrial practice)</p>
<p>Summing up the results of training</p>	<p>Final assessment</p>	<p>Final assessment</p>	<p>Final assessment</p>
	<p>Writing and defending a thesis, a graduation project or preparing and passing a comprehensive exam</p>		



3	Philosophy	<p>in the context of the requirements to the level of mastering of the discipline.</p> <p>This program is aimed at studying the updated content of the general education discipline "Philosophy", the formation of students' openness of consciousness, understanding of their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, and It is also aimed at developing and strengthening the values of tolerance, intercultural dialogue and a culture of peace.</p>	5	+											
4	Module of socio-political knowledge (political science, sociology, cultural studies, psychology)	<p>This curriculum shall suggest the study of four scientific disciplines – sociology, political science, cultural studies, psychology, each of which has its own subject, terminology, and research methods. The interaction between these scientific disciplines shall be based on the principles of informational complementarity; integrity; methodological integrity of the research approaches of these disciplines; the result-oriented unity of education methodology;</p>	5	+											

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		<p>This curriculum shall be intended for development of language personality of a student capable to perform cognitive and communicative activity in the Russian language in the spheres of interpersonal, social, professional and intercultural communication in the context of implementation of the state programs of trilingualism, and spiritual modernization of the national consciousness.</p>																
7	Information and communication technologies	<p>The program is aimed at studying the updated content of the general educational discipline "Information and Communication Technologies" (hereinafter referred to as the Discipline), developing the ability to critically understand the role and significance of modern information and communication technologies in the era of digital globalization, forming a new "digital" thinking, acquiring knowledge and skills use of modern information and communication technologies in various activities.</p>	5	+														

The cycle of basic disciplines is a



University component

8	Module on economics, entrepreneurship, law, and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)	Integrated discipline covers the fundamentals of economics, entrepreneurship, law and financial literacy. Examines key economic concepts, business principles, legal aspects of business and the basics of anti-corruption culture. Examines basic principles of financial planning, personal finance and investment management. Develops skills for effective economic decision-making, legal defense, building sustainable business competences and personal financial management	5													
9	Management of tourism	The purpose of studying the discipline is the formation of knowledge and practical skills used in the management of tourist organizations, management in the field of tourism, the ability to plan and organize work on the management of a tourist enterprise, the selection and implementation of tours taking into account the interests of consumers of	5													



12	Organization of international tourism	classifications, uses guided tour development technologies. The purpose of the discipline is basic knowledge and understanding of the organization of international tourism activities, disclosure of technologies for organizing tourism activities, familiarization of students with the fundamental principles and features of the organization of tourism and tourism activities. As a result, the student applies knowledge in practice and knows professional terminology.	5															
13	Sustainable development, ecology and life safety	The course is aimed at forming a systemic understanding of the principles of ensuring balance between economy, social development of society, preservation of environment, protection of life and human health. Develops skills of effective management of energy and waste in the circular economy in the development of national strategies and implementation of business processes; analysis, forecasting and minimization of technological, natural	5															

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		<p>familiarize with the open market of hotel and restaurant services, the basics of organizing work on the reception of guests, the activities of hotels and restaurants. As a result of studying the discipline, students demonstrate knowledge in the industry and hospitality.</p>	6													
21	Hotel Service	<p>The purpose of studying the discipline is to develop skills and practical skills in providing services in the hotel industry, rationing the working hours of employees of hotel organizations, the functions of hotel services, and quality control of service provision. During the course of studying the discipline, students master the basic and additional services provided by hotel services, and acquire skills in selecting and recruiting personnel for hospitality enterprises.</p>	6													
22	World tourism industry	<p>The purpose of the discipline is to familiarize students with the modern development of the global tourism industry and prepare them for professional tour operator and travel agency activities, management of the international tourism industry and organization of international</p>	5													




		<p>tourism, the peculiarities of the development of tourism in the world, the classification of the global tourism market. As a result of mastering the discipline, the student has the skills to compare different regional markets, applies international experience in the domestic tourism industry.</p>															
23	<p>Intrafirm tourism planning</p>	<p>To help students master the skills and abilities of planning at the enterprise, its specifics and features. Types of planning. Features of planning at a tourist enterprise. Doing business at the enterprise.</p>	5														
24	<p>Animation activities in tourism</p>	<p>The purpose of the discipline is to study the theoretical foundations in the field of activity as a type of leisure, generalization of the role and significance of animation in the history of the formation of cultural and leisure activities. This discipline examines the basic concepts, types of animation, methods of animation programs, as well as the development of animation programs in Kazakhstan.</p>	5														

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27	Food Industry in Tourism	<p>The purpose of studying the discipline is to acquire knowledge and practical skills in the field of the food industry, organization of supply and warehousing, organization of the production and technological process. During the study of this discipline, students acquire knowledge of classifications of catering enterprises, management and marketing of the food industry.</p>	5														
28	MICE tourism	<p>The purpose of studying the discipline is to solve the following main tasks: mastering the methodology of organizational activities in the tourism industry; developing the main categories and regulating the organization of MICE tourism. In the course of studying the discipline, students have the skills to manage the processes of developing, selecting and implementing business events, and master the methods and tools of managing MICE tourism.</p>	5														
29	Branding and PR in tourism	<p>The purpose of studying the discipline is the formation of knowledge and practical skills, the promotion of tourist products and the application of world branding</p>	5														



30	Event tourism	<p>experience in tourism enterprises, the use of types and techniques of PR companies, branding techniques in a tourist product. As a result of studying the discipline, students demonstrate the skills of promoting a tourist product through branding and PR companies.</p>	5														
31	Information technologies in tourism	<p>The purpose of studying the discipline is to consider the theories and practices of event tourism, consider the development of practical skills in the field of developing tours within the framework of international or national events in the country, the practical application of management in the field of planning and organizing events and events.</p>	5														

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36	Accounting and taxation in the service sector	The purpose of studying this discipline is the theoretical foundations and features of the management of tourism enterprises, implementation options and calculation of financial results; features of calculating taxes for tourism organizations. As a result of studying the discipline, students master the basics of regulations, methods and techniques for calculating taxes in accordance with the requirements of current regulatory documents, theoretical and methodological tools for analyzing practical situations and solving certain tasks.	5	+
37	International Tourism Safety	The purpose of studying this discipline is to provide students with theoretical and practical knowledge in the field of safety of tourist services at all stages of travel, from planning and organizing tours to their implementation. During the study of this discipline, students are trained to implement effective security measures at tourism enterprises, as well as methodological support of the technological process.	5	+

The cycle of core disciplines is the



University component

38	Tour operating	The purpose of the discipline is to determine the direction of development of tour operator activities in the field of tourism in the Republic of Kazakhstan and abroad, the features and tasks of tour operators, as well as the acquisition by students of skills in designing tours and software, preparing tour operator programs and concluding contracts with service providers. As a result of mastering the discipline, students acquire the skills to create and promote tours.	5												
39	Fundamentals of scientific research in the service sector	The purpose of the discipline is to form students' knowledge about the methodology of scientific research in the field of services, as well as the development of competencies for independent research activities. During the study, they acquire skills in analyzing, systematizing and presenting research results, applying theoretical knowledge to solve practical problems, preparing scientific publications and evaluating the effectiveness of innovative projects in the service sector.	5												

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40	Sales technology in tourism activities	<p>The purpose of the discipline is to form the knowledge and skills of future specialists in the field of tourist service technology and organization of sales of tourist services. The course reveals the main technologies and methods of developing a tourist product, as well as organizes the process of selecting channels for the sale of tourist services and the distribution of tourist products.</p>	5	+	+									
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The cycle of core disciplines is a Component of choice

41	Turkology and tourism	<p>The purpose of the study is to train professional and competitive personnel in the field of tourism with knowledge of the specifics of the theory of modern Turkology, the peculiarities of the cultural heritage of the Turkic languages for intercultural, ethnic interaction and communication. As a result of studying the discipline, students have the opportunity to deepen their knowledge of the ethnology of the Turkic peoples, culture and languages.</p>	5											
42	Organization of international	<p>The purpose of studying the discipline is to study the techniques of exhibitions, events,</p>	5											




47	Transport provision in tourism	<p>holding meetings. As a result of mastering the discipline, the student has knowledge of the business Turkish language at a professional level, is able to conduct and organize international negotiations.</p> <p>The purpose of studying the discipline is the formation of knowledge and practical skills in planning, organization and technology of passenger and cargo transportation, ensuring the safety of transport services. As a result of mastering the discipline, the student determines the place of transport services as part of a tourist product, determines the specifics of the organization and features of servicing cargo and passenger transportation by various modes of transport, calculates costs and predicts the development of transport services.</p>	5															
48	Logistics in tourism	<p>The purpose of studying the discipline is the formation of knowledge, professional skills and skills in the field of logistics to ensure a systematic relationship of distribution with production and procurement in the tourism sector. In this discipline, scientific methods and</p>	5															



49	Resortology	<p>approaches to the creation of logistics systems and management of the processes of formation of tourist products, tactical and strategic decisions in the implementation of tourist products that meet the requirements of consumers are considered.</p>	5	+													+
50	Theory and methodology of tourism industry	<p>The purpose of studying the discipline is the knowledge and skills of working in resort services. As a result of the training, he should gain knowledge on the basics of organizing resort and wellness tourism, the field of student tourism, within the framework necessary for obtaining specialties, business in the field of leisure, providing service development services in the process of resort (wellness) tourism. During the course of studying the discipline, the student has knowledge and skills in the field of health tourism.</p>	5	+													+




56	Business planning	<p>The purpose of studying the discipline is to master the theoretical foundations of doing business, to form knowledge of the main stages of business plan development, classification and basic methods of business planning, marketing plan, organizational plan, production plan, financial plan. As a result of studying the discipline, the student is able to evaluate the effectiveness of business planning results, carry out an examination of business plans, and present the results of business planning.</p>	5														
57	Ecological tourism	<p>The purpose of the course is to get information about the nature of the visited region, get acquainted with culture, ethnography, archaeological and historical sites. In this discipline, he studies the direction of tourism, which involves visiting territories that are not subject to anthropogenic impact. The main task of ecotourism is to preserve unique landscapes in their original form and to educate students to respect nature.</p>	5														

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58	Visa support and insurance in tourism business	The purpose of studying the discipline is to work with the administrative base and correctly maintain all supporting documentation in this area, to formalize the process of creating a visa passport system. During the course of studying the discipline, students consider the basic principles of the composition of government and tourism organizations, practical skills in obtaining visa support and providing accompanying documentation.	5	+	
59	Human resource management in tourism	The purpose of studying the discipline is to form knowledge about the role of personnel in providing high-quality tourist services, practical skills of human resource management in the tourism sector. During the course of studying the discipline, students have the skills to apply the quality management system, adapt and motivate staff, establish communication through team building.	5	+	
60	HR management in tourism	The purpose of studying the discipline is to develop knowledge in the field of effective personnel management, including the recruitment, development, motivation and	5	+	



		<p>retention of employees in tourism organizations. As a result of mastering the discipline, the student has the skills to apply approaches to the selection and hiring of employees in the field of tourism, the formation of corporate culture and effectively solves conflict situations.</p>											
61	<p>Statistics in international tourism</p>	<p>The purpose of studying the discipline is to form a set of knowledge about modern methods of collecting, processing, generalizing and analyzing statistical information to study trends and patterns of tourist phenomena. As a result of mastering the discipline, the student has the skills to identify, calculate and analyze the main indicators of tourist demand and supply.</p>	5										
62	<p>World cultural heritage in the field of tourism</p>	<p>The purpose of studying the discipline is to study students' systematic understanding of the world cultural heritage as a priority factor in the development of the modern tourism industry. During the course of studying the discipline, the student has knowledge of the main tourist sites, their role in modern tourism activities and</p>	5										

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8 Alignment of planned learning outcomes with assessment technologies and teaching methods within the module

Learning Outcomes (LO) Number	Planned learning outcomes for the module	Assessment technologies (tools)	Methods of learning and teaching
LO 1	Owens methods, techniques, technologies of making the best decisions for entrepreneurship in the field of tourism management, hotel business, event organization	Frontal questioning, preparation and defense of presentations	Problem lecture. Business game. Work in pairs.
LO 2	Has knowledge in the field of tourism, history and cultural heritage, marketing, promotion of tourist destinations and psychology of consumers of tourism services, web design, and also organizes work on creating a brand.	Solving situational problems, defending an essay, writing Essays, creative tasks, preparing and defending presentations.	Interactive lecture, Lecture-visualization, brainstorming.
LO 3	Has the ability to understand the importance of culture as a form of human existence and to be guided in its activities by modern principles of tolerance, dialogue and cooperation	Oral survey, Essay, creative assignments, writing reports, messages, abstracts, preparing presentations.	Case studies, Brainstorming, role-playing games, mythologies, Press conference lectures, problem lecture, flipped classroom.
LO 4	Determines the trends and prospects of the domestic and global tourism industry and organizes high-quality service for consumers of tourist services	Oral survey, Essay, creative assignments, writing reports, messages, abstracts, preparing presentations.	Lecture with pre-planned errors, Press conference lectures, problem lecture, flipped classroom, visualization lecture
LO 5	Has knowledge and understanding of individual /cultural differences of people, objects, phenomena, events that determine practical activities in the professional sphere	Frontal questioning, preparation and defense of presentations.	Case study, Brainstorming, role-playing games, mythologies, press conference lectures, problem lecture, flipped classroom, case analysis
LO 6	Has basic knowledge in the field of life safety and environmental protection measures, characteristic of a highly educated specialist in the field of tourism with a broad outlook and culture of thinking	Essays, creative	Press conference lectures, problem lecture, flipped classroom, visualization lecture.

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		assignments, writing reports, messages, abstracts, preparing presentations.	
LO 7	Has skills in using methods for developing tourist routes in a variety of landscapes and conditions, excursion tours and animation programs, preparing the necessary documentation, calculating the cost of tours, organizing tours for inbound and domestic tourism, transfers, accommodation and meals for tourists.	Frontal survey, preparation and defense of presentations, creative assignments, writing reports, messages, abstracts, preparing presentations.	Problem-based lecture, flipped classroom, visualization lecture, Case study, brainstorming, role-playing games.
LO 8	Demonstrates knowledge and understanding of the features of working with special information and data sources in the field of professional tourism activities, is capable of implementing a tourism product using big data processing, using artificial intelligence, media resources, automated control systems, is capable of implementing a tourism product using information and communication technologies, software.	написание докладов, сообщений, рефератов, подготовка презентации, работа в группах.	Lecture discussion, problem lecture, flipped classroom, visualization lecture, press conference lectures.
LO 9	Applies the acquired knowledge and skills in the tourism and hospitality industry	Frontal questioning, preparation and defense of presentations.	Discussion, case study, Brainstorming, role-playing games, mythologems, press conference lectures, problem lecture, flipped classroom, case analysis.
LO 10	Uses modern technology, special equipment in professional activities, has skills in running a tourism business	Essays, creative assignments, writing reports, messages, abstracts, preparing presentations.	Press conference lectures, problem lecture, inverted classroom, visualization lecture.
LO 11	Organizes work in the field of tourism management, hotel business, organization of events taking into account the needs of society, customer needs, requirements of modern service standards	Устный опрос, Эссе, творческие задания, написание докладов, сообщений, рефератов, подготовка презентации.	Case studies, Brainstorming, role-playing games, mythologems, Lectures, press conferences, problem lecture, inverted classroom • Case studies, Brainstorming, role-playing games, mythologems,

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			<p>Lectures, press conferences, problem lecture, inverted classroom</p>
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9 Correlation of the learning outcomes of the educational program with the labor functions of professional standards (if any)

Name of the professional standards used	Professions at level 6 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
<p>Organization of tourism services inbound and domestic tourism” from No. 224 of 06.12.2022.</p>	<p>Tour Operator</p>	<p>Labor function 1: Participation in the promotion of a tourist product</p> <p>Labor function 2: Packaging and sale of the company's tourism product</p> <p>Labor function 3: Taking part in the promotion of a tourism product</p>	<p>Tasks 1: Development of a concept for the promotion of tourist services</p> <p>Tasks 1: Purchasing external services</p> <p>Task 2: Tour package</p> <p>Task 1: Development of a concept for promoting tourism services</p>	<p>LO1 He is proficient in scientific research methods, economic fundamentals, financial literacy, and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management.</p> <p>LO2 Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business</p> <p>LO10 He uses modern technology and special equipment in his professional activities, and has the skills to run a tourism business.</p>
<p>“Organization of business events in tourism (festivals, exhibitions, forums, and related infotours)” from No. 224 of 06.12.2022</p>	<p>Travel agents and related occupations</p>	<p>Labor function 1: Implementation of the tourist leisure program</p>	<p>Task 1: Planning a business event concept</p> <p>Task 2: Organization of a business event</p>	<p>LO7 Has the skills to develop tourist routes, excursion tours, and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize inbound and domestic tours, and provide transportation services and transfers.</p>

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			<p>Task 3: Creating a list of income and expenses for organizing and conducting a business event</p>	
	<p>Business Events Manager</p>	<p>Labor function 1: Creating conditions for the event</p>	<p>Task 1: Creating conditions for the event Task 2: Project program development Task 3: Preparation and holding of a business event</p>	<p>LO 11 Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service</p>
<p>Creative thinking Stress resistance The ability to make quick decisions</p>				

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10 Graduate Model

GRADUATE MODEL			
	Attributes of a graduate	Knowledge	Skills
Organization of tourist services in inbound and domestic tourism	Competencies (soft skills, digital skills)		
	<p>High level of professionalism in the service sector. Flexibility to changes in the service market. Entrepreneurial thinking.</p>	<p>Has knowledge in the field of organizing tourist services. Will apply knowledge in conducting the tourism business</p>	<p>The ability to analyze the service market. The ability to develop tourist routes. The ability to use marketing strategies to develop an enterprise.</p>
	Professional skills (hard skills)		
	<p>He is proficient in scientific research methods, economic fundamentals, financial literacy and accounting, decision-making technologies for entrepreneurship, hotel and restaurant business planning, and event management. Uses marketing skills: promoting tourist destinations, creating a brand in the field of tourism, and also organizes the work of the resort business. He is able to understand the importance of culture and cultural heritage as a form of human existence and be guided in his activities by modern principles of tolerance, dialogue and cooperation. Defines the trends and prospects of the domestic and global tourism industry for the organization of high-quality consumer services by types of tourist services. Uses knowledge of individual/cultural differences between people, objects, phenomena, and events in the professional field. Applies knowledge in the field of life safety, ecology, sustainable development and legal regulation in the field of tourism. He has the skills to develop tourist routes, sightseeing tours and animation programs, organize leisure activities, prepare the necessary documentation, calculate the cost of tours, organize tours for inbound and domestic tourism, transport services, transfer. Applies the acquired knowledge and skills in the international tourism and hospitality industry. He uses modern technology and special equipment in his professional activities, and has the skills to run a tourism business. Organizes work in the field of tourism management, hotel business, organization of events, taking into account the demands of society, the needs of customers, the requirements of modern standards of service.</p>	<p>Graduates must be sociable, possess leadership skills, and be competitive in the labor market. Knowledge of methods of promoting tourist destinations, branding in tourism, advertising strategies and tools for attracting tourists, knowledge of cultural differences, features of intercultural communication and cultural heritage in the context of tourism. The ability to conduct research, analyze data and draw conclusions using modern scientific research methods in the field of tourism. Skills in designing tourist routes, excursions, animation programs, and event management. The ability to develop business plans, calculate the cost of tours, as well as plan financial flows in travel organizations. Ability to work with clients and partners, interact effectively in an international</p>	

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	<p>environment, using business communication in several languages. The ability to make informed management decisions, solve problems in conditions of uncertainty and adapt strategies depending on changes in the external environment.</p> <p>Responsibility. High level of professional responsibility for the organization and conduct of tourist services, compliance with safety standards and service quality</p> <p>Tolerance and intercultural sensitivity: The ability to work effectively in an intercultural environment, taking into account the diversity of cultural and social contexts.</p> <p>Leadership skills and teamwork: The ability to work in a team, take on leadership responsibilities, make decisions, and organize team work to achieve goals.</p> <p>Flexibility and adaptability: The ability to quickly adapt to changes in the market, technology, legislation and customer requirements.</p>
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Барлығы / Module № 3	Дене шыңдау / Physical Culture	ЖБП (МК) ООД (ОК) ГЕД (СС)	Барлығы / Total for module				Теориялық негіздер және тәжірибе / Theoretical foundations of tourism activity and practice										Барлығы / Total for module		
			7	4	2	26	780	330	120	210	30	45	405	30	0+2+0				
Модуль / Module № 3	1. Әлем халықтарының салт - дәстүрлері және мәдениеті Обычаи, традиции и культура народов мира Customs, traditions and culture of people of the world 2. Туризм және елестану жарыстарының негіздері Основы туристско-краеведческой работы Fundamentals of tourism and local history work 3. Көпшілік қарым-қатынас мәдениеті Культура делового общения Business communication culture 4. Туризмдегі көсімі этика Туризмдегі профессиональная этика в туризме Professional ethics in tourism 5. Саяхат және туристерді қабылдау технологиялары Технология путешествий и приема туристов Technologies of travel and reception of tourists 6. Спорттық туризмді ұйымдастыру Организация спортивного туризма Organization of sports tourism 7. Қонақжайлық теориясы Теория гостеприимства The theory of hospitality 8. Қонақ үй қызмет көрсету сервисі Гостиничный сервис услуг Hotel service 9. Оқу практикасы Учебная практика Educational practice	ВП (ТК) БД (КВ) ВД (ЕС)	1	4		120	45	30	15	15	60	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	1	4		120	45	30	15	15	60	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	2	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	2	6		180	60	30	30	15	105	2+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		БЕП (ЖК) ПД (ВК) РД (УС)	2	2		60	0					315	2 авто / неделя / weeks						Екім алушының пайдасы болады По выбору обучающегося By student's option
		МТ 2206-25	3	5		150	45	30	15	15	90	2+0+1							Екім алушының пайдасы болады По выбору обучающегося By student's option
		МТ 2206-25	3	5		150	45	30	15	15	90	2+1+0							Екім алушының пайдасы болады По выбору обучающегося By student's option
		ОМТС 2207-25	3	5		150	45	30	15	15	90	2+1+0							Екім алушының пайдасы болады По выбору обучающегося By student's option
		ОМТС 2207-25	3	5		150	45	30	15	15	90	2+1+0							Екім алушының пайдасы болады По выбору обучающегося By student's option
РІТ 2208-25	4	5		150	45	30	15	15	90	1+2+0							Екім алушының пайдасы болады По выбору обучающегося By student's option		
РІТ 2208-25	4	5		150	45	30	15	15	90	1+2+0							Екім алушының пайдасы болады По выбору обучающегося By student's option		
Барлығы / Total for module			15	450	135	75	45	15	45	270									
Модуль / Module № 4	1. Әлемдік туризм индустриясы Мировая туриндустрия World tourism industry 2. Туризмдегі шіркеулік және PR Внутрифирменное планирование в туризме Intrafirm tourism planning 3. Туризмдегі анимациялық қызмет Анимационная деятельность в туризме Animation activities in tourism 4. Жанды интеллектке кіріспе Введение в Искусственный интеллект Introduction to Artificial Intelligence 5. Туризмде бос уақытты ұйымдастыру Организация досуга в туризме Organization of leisure time in tourism 6. МICE туризм MICE tourism 7. Туризмдегі Брендінг және PR Брендинг и PR в туризме Branding and PR in tourism	МТ 2210-25	3	5		150	45	30	15	15	90	2+0+1						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2210-25	3	5		150	45	30	15	15	90	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	3	5		150	45	30	15	15	90	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2211-25	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2211-25	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	5	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
Барлығы / Total for module			15	450	135	75	45	15	45	270									
Модуль / Module № 5	1. Әлемдік туризм индустриясы Мировая туриндустрия World tourism industry 2. Туризмдегі шіркеулік және PR Внутрифирменное планирование в туризме Intrafirm tourism planning 3. Туризмдегі анимациялық қызмет Анимационная деятельность в туризме Animation activities in tourism 4. Жанды интеллектке кіріспе Введение в Искусственный интеллект Introduction to Artificial Intelligence 5. Туризмде бос уақытты ұйымдастыру Организация досуга в туризме Organization of leisure time in tourism 6. МICE туризм MICE tourism 7. Туризмдегі Брендінг және PR Брендинг и PR в туризме Branding and PR in tourism	МТ 2210-25	3	5		150	45	30	15	15	90	2+0+1						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2210-25	3	5		150	45	30	15	15	90	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	3	5		150	45	30	15	15	90	2+1+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2211-25	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		МТ 2211-25	3	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
		ВП (ТК) БД (КВ) ВД (ЕС)	5	5		150	45	30	15	15	90	1+2+0						Екім алушының пайдасы болады По выбору обучающегося By student's option	
Барлығы / Total for module			15	450	135	75	45	15	45	270									

на образовательную программу
6В11129 – «Международный туризм»
АО «Катахский университет технологии и бизнеса» им. К.Кулажанова

по направлению подготовки 6В11129 – «Международный туризм»
(бакалавриат)

Наименование организации образования/предприятия – партнера по разработке образовательной программы Antalya Bilim University (Турция, Анталья)

Общая характеристика образовательной программы Образовательная программа 6В11129 – «Международный туризм» позволяет решать теоретические знания и практические навыки в области организации предоставления туристских услуг. Основная цель программы подготовка высококвалифицированных и конкурентоспособных специалистов, обладающих профессиональными знаниями теории и практики организации и управления субъектами и объектами индустрии гостеприимства, имеющих принципиальную гражданскую позицию и высокую нравственную ответственность перед обществом.

Образовательная программа разработана в соответствии с профессиональными стандартами: «Организация деловых мероприятий в сфере туризма (фестивалей, выставок, форумов, инфотуров)» от №224 от 06.12.2022г., «Организация туристских услуг в сфере въездного и внутреннего туризма» от №224 от 06.12.2022г

Разработанная образовательная программа является практик ориентированной, в полной мере соответствует заявленному уровню – уровню бакалавриата.

Образовательная программа в полной мере соответствует заявленному уровню бакалавриата. Образовательная программа «Международный туризм» разработана в соответствии с требованиями Государственного образовательного стандарта, целью программы является то, что выпускник должен быть готов к профессиональной деятельности по организации услуг в турфирмах, гостиницах и ресторанах в качестве менеджера, туристских компаниях, экскурсионных видах услуг, с учетом запросов работодателей, востребован на рынке услуг.

Описание и оценка структуры образовательной программы

Основным стратегическим направлением ОП определяются компетенциями, реализуются выпускниками в процессе трудовой деятельности и дают потребителям информацию об областях подготовки, профилях программы и видах профессиональной деятельности, к которой готовятся выпускники бакалавриата.

Общее заключение. Образовательная программа «Международный туризм» соответствует потребностям современного рынка труда и направлена на подготовку менеджера к успешной работе в индустрии туризма

Актуализация содержания образовательной программы с учетом требований рынка труда и потребностей, обучающихся осуществляется в рамках изучения элективных дисциплин. Цели программы определяются

компетенциями, реализуются выпускниками в процессе трудовой деятельности и дают потребителям информацию об областях профессиональной подготовки, профилях программы и видах профессиональной деятельности, к которой готовится выпускники бакалавриата.

В учебном плане отображена логическая последовательность освоения дисциплин, обеспечивающих формирование необходимых выпускникам компетенций.

Разработанная образовательная программа в полной мере соответствует заявленному уровню – уровню бакалавриата. Предусмотренные дисциплины формируют высокий уровень компетенций.

В целом, представленная образовательная программа ОП 6В11126 – «Ресторанное дело и гостиничный бизнес» (бакалавриат) АО «Казахского университета технологии и бизнеса» охватывает комплекс необходимых дисциплин, изучение которых позволит обучающимся в полной мере освоить образовательную программу.

Директор КФ «Турнетік Қамқор»



Есилев А.Б.

«10» 08 20 25 г.
М.П.

ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ

на образовательную программу АО «Казахского университета технологии и бизнеса» им. К.Кулажанова

6В11129 – «Международный Туризм»

(цифр и наименование ОП по «Классификатору направлений подготовки кадров с высшим и послевузовским образованием»)

по направлению подготовки 6В111 «Сфера обслуживания»

(цифр и название направления подготовки по «Классификатору направлений подготовки кадров с высшим и послевузовским образованием»)

Наименование организации образования/предприятия – партнера по разработке образовательной программы Antalya Bilim University

Общая характеристика образовательной программы:

Образовательная программа 6В11129 – «Международный Туризм» разработана с учетом обобщения современного мирового опыта подготовки по данной специальности, требований работодателей и запросов рынка труда.

В соответствии с этим ОП ориентирована на подготовку бакалавров в области туризма и сфер деятельности услуг.

Особенностями ОП 6В11129 – «Международный Туризм» являются: ориентация при разработке, использование кредитной системы зачетных единиц для оценки компетенций, а также дидактических единиц программы, обеспечивающих их достижение; Европейских стандартов и руководств для обеспечения качества высшего образования в рамках Болонского процесса, а также национальных и международных критериев качества образовательных программ.

Цели программы определяются компетенциями, реализуются выпускниками в процессе трудовой деятельности и дают потребителям информацию об областях профессиональной подготовки, профилях программы и видах профессиональной деятельности, к которой готовятся выпускники бакалавриата. Актуализация содержания образовательной программы с учетом требований рынка труда и потребностей обучающихся осуществляется в рамках изучения элективных дисциплин.

Образовательная программа создана с учетом: уникального потенциала кадрового состава АО «Казахского университета технологии и бизнеса» и необходимости наполнения регионального, республиканского и международного рынка труда высококвалифицированными специалистами.

Дисциплины образовательной программы бакалавриата сформированы по трем циклам: общеобразовательные, базовые и профилирующие и объединены в модули трех типов в рамках данных циклов: общие обязательные модули, обязательные модули по специальности, модули по выбору.

Для повышения конкурентоспособности бакалавров, формируемым у них необходимым квалификационным характеристикам, а также

обязательные модули, обязательные модули по специальности, модули по выбору.

Для повышения конкурентоспособности бакалавров, формированием у них необходимых квалификационных характеристик, а также удовлетворение потребностей работодателей в 6В11129 – «Международный Туризм» добавлена следующая дисциплина:

БД (КВ) «Технологии путешествий и приема туристов»

Общее заключение

Содержание образовательной программы соответствует государственным общеобразовательным стандартам образования и обеспечивает подготовку обучающихся в соответствии с требованиями программы.

Дисциплины учитывают рыночную конъюнктуру и потребности работодателей. Обучающиеся достаточно высоко оценивают профессиональную подготовку по образовательной программе, о чем свидетельствуют результаты анкетирования. Научно-исследовательской работе студентов и преподавателей уделяется значительное внимание, как важной характеристике деятельности высшего учебного заведения, обучающиеся активно участвуют в научно-практических конференциях, республиканских, региональных и внутри вузовских предметных олимпиадах, конкурсах научных работ, занимают призовые места.

Образовательная программа (ОП) 6В11129 – «Международный Туризм» АО «Казахского университета технологии и бизнеса» им. К.Кулиджанова имеет четко сформулированные цели, согласованные с миссией университета.

Работодатель:

Директор ДЮТ «Ассоциация Туроператоров Республики Казахстан» Р.А.ЦЮ.

«13» 03 20 25 г.

М.П.

