"Kazakh University of Technology and Business" named after K.Kulazhanova" JSC

EDUCATIONAL PROGRAM

6B11127 Tourism

Level: Bachelor's

Approved
by the Board of Directors of JSC
«K.Kulazhanov KazUTB»
"___" ____ 2026 protocol No. 4

Recommended
by the Academic Council of JSC
«K.Kulazhanov KazUTB»
"27" 02 2026 protocol No. 7

Astana, 2026

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Preface

The educational program "6B11127 Tourism" was developed in accordance with the State Compulsory Standard of Higher Education / Postgraduate Education, approved by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2, as well as on the basis of professional standards: "Provision of tourist services" from No. 224 of 06.12.2022, "Guide" from No. 151 of 17.04.2024, "Organization of tourist services in inbound and domestic tourism" from No. 224 of 06.12.2022. Atlas of New Professions 2025 - Ecological Tourism Manager, Regional standard of Astana, 2023 – International Tourist Guide

The educational program "6B11127 Tourism" was approved at the meeting of the Council on Academic Quality on "22" 01 2026, protocol No. 3
Chairman Askarbekov E.B. _____
Signature

The educational program "6B11127 Tourism" was approved at the meeting of the Commission on Academic Quality of the Faculty of «Economics and Business» on "14" 12 2025, protocol No. 4
Chairman Makysh M.K. _____
Signature

The educational program "6B11127 Tourism" was developed and discussed at the meeting of the department «Tourism and service» on "21" 11 2025, protocol No. 4
Head of the department Zhunussova A.A. _____
Signature

Approval sheet

Educational program «6B11127 Tourism»

AGREED:

Vice-Rector for Administrative Affairs		E.Askarbekov	"22" 01 2026year
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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	6B11127 Tourism
Educational program profile	"Services" – higher education in the field of services
goal of the educational program	Training of qualified personnel taking into account the needs of the professional community that owns the technologies of organizing and providing tourist services, is able to take the best positions in the tourism business, national and regional tourist zones and is ready for modern challenges in the field of tourism
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	

2 Qualification characteristics of a graduate of an educational program

Degree awarded	Bachelor's Degree in Services in the educational program "6B11127 Tourism"
Field of professional activity	Formation, promotion and sale of a tourist product, organization of comprehensive tourist services in the main sectors of the tourism industry.
Types of professional activities	organizational and managerial production and technological service and operational research educational (pedagogical) design service
Object of professional activity	consumers of tourism industry services, their needs; a tourist product; tourist resources are natural, historical, socio-cultural objects, including objects of tourist display, as well as other objects capable of satisfying the spiritual and other needs of tourists, contributing to the maintenance of their vital activity, restoration and development of their physical strength and health; technological processes of providing services to the tourism industry;

	the results of intellectual activity; intangible assets belonging to the subjects of the tourism industry on the right of ownership or other legal basis; enterprises of the tourism industry-accommodation facilities; means of transport; catering facilities; objects of sanatorium treatment and recreation, sports and wellness services; objects and means of entertainment, educational business and other purposes; objects of excursion activities; organizations providing services of guides (guides), guides-interpreters, instructors-guides; other enterprises of the tourism industry and other facilities related to the development and sale of a tourist product; information resources and systems of tourist activity, means of providing automated information systems and their technologies.
Functions of professional activity	- planning and implementation of tourism activities; - organization of work on goals, resources and results; - rational control of the activities of 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; - registration of visa support, insurance and vouchers - creation of tourist routes, programs and services - insurance of tourist activities and tourists conducting thematic and sightseeing thematic excursions - preparation of passports and itinerary lists of sightseeing routes - analysis of practice, provision of tourist and excursion programs, segmentation of public demand - organization of tourist bivouacs, work with tourist equipment for different types of tourism, acquaintance with its purpose, repair and operation.

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)	94
University component	41
Component of choice	53
Cycle of major disciplines (MD)	82
University component	10
Component of choice	55
Professional practice	17
Final assessment	8
Total	240

4 Additional educational programs (minor)

4.1 Minor « Modern aspects of the application of artificial intelligence »

Name of disciplines	Workload in academic credits
Introduction to Artificial Intelligence (Minor)	5
Development of Artificial Neural Networks (Minor)	5
Artificial Intelligence in Object Management (Minor)	5
Total	15

5 Competency map of the educational program «6B11127 Tourism»

Competence map of the educational program	Learning outcome code	Learning Outcome (according to Bloom's Taxonomy)
Behavioral skills and personality traits (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)	LO3	Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities.
	LO9	Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.
Professional skills (Hardskills)	LO1	Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards.
	LO2	Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities.
	LO4	Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and

		infrastructure.
	LO5	Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises.
	LO6	Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.
	LO7	Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.
	LO8	Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.
	LO10	Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
	LO11	Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.

6 Learning outcomes of the educational program and modules

Key com-petencies	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 personality traits (Softskills) Professional skills (Hardskills)	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.	Man and society are the foundations of ideological and socio-political knowledge	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.	History of Kazakhstan Physical Culture Philosophy Module of Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology)
	LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			Module of Economics, Entrepreneurship, Law and Financial Literacy (Fundamentals of Economics and Entrepreneurship, Fundamentals of Law and Anti-corruption Culture, Fundamentals of Financial Literacy)
	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	Information and communicatio n module	Capable of interpersonal social and professional communication in Kazakh, Russian, and foreign languages	Foreign Language Kazakh (Russian) Language
	LO$_{GED3}$ Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.		Possesses various types of information and communica-tion technologies for	Information and Communication Technologies

			searching, storing, processing, pro-tecting, and disseminating information.	
Digital competencies (Digital skills) Professional skills (Hardskills)	LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.	Tourism management	Analyzes the tourism services market and applies principles of management, marketing, legal regulation, and branding in developing tours, promoting destinations, and organizing excursion activities.	Fundamentals of Entrepreneurship in Tourism Sector
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.			Tourism Marketing
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.			Brand Management in Tourism
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Tour Guiding

Digital competencies (Digital skills) Professional skills (Hardskills)	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.	Theoretical foundations of tourism activity and practice	Applies scientific approaches and digital technologies in analyzing tourism resources, organizing excursion activities, and developing practical skills across various types of tourism.	Service Activities in the Republic of Kazakhstan
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Tourism Resources of Kazakhstan
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.			Professional Ethics in Tourism
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities.			Ethics and Culture in Tourism
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Sacred Tourism
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.			Basics of Tourism
Pr ofe	LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism,			Sports Tourism

	and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			
	LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Techniques and Tactics of Active Tourism
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards.			Introduction to the Specialty
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.	Infrastructure and security in tourism	Assesses the infrastructural and legal conditions of tourism activities using scientific and digital approaches, as well as the principles of safety and sustainable development.	Museum Studies
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.			Tourism Infrastructure
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.			Microeconomics of the Social Sphere and Tourism
	LO5 Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises.			Legal Framework in the Field of Tourism
				Industrial practice 1

	LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			
Digital competencies (Digital skills) Professional skills (Hardskills)	LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.	Technology of quality service in tourism	Organizes the delivery and promotion of tourism services based on modern quality standards, digital solutions, and intercultural communication, taking into account legal, ethical, and inclusive requirements.	Animation Activities in Tourism
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities.			Social and Cultural Services in the Hospitality Industry
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Introduction to Artificial Intelligence (Minor)
	LO5 Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			Tourist Formalities
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Activities of Travel Agents and Tour Operators
	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and			International Regulation of the Tourism Business

	accommodation.			
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.			Planning in Tourism Business
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Development of Artificial Neural Networks (Minor)
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			Standardization and Certification in the Restaurant Business
	LO5 Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Ensuring Safe Service in Tourism
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities. LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities.			Multiculturalism in Tourism
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena,			Intersectoral Communication in the

	and events in the planning and implementation of professional activities. LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities.			Tourism Sector
	LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.			Advertising and Information Activities in Tourism Business
	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.			Quality Management of Tourism Services
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Ecological Tourism
	LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.			Inclusive Tourism
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Artificial Intelligence in Object Management (Minor)
	LO5 Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises.	Development of tourist programs	Develops tourism programs in accordance with service standards, safety requirements, legal regulations, and tourism demand analysis, using digital and environmental	Sustainable Development, Ecology, and Life Safety
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air			Hospitality Industry

	transportation, using modern software and artificial intelligence technologies in the tourism sector.		approaches.	
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.			Sales Technology in Tourism Activities
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			Passport and Visa Documentation and Insurance in the Tourism Business
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.			Tourism Statistics
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities. LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.	Regulation of tourism business and intercultural communication in tourism	Applies business communication and intercultural communication skills in the tourism sector, taking into account cultural differences and the goals of promoting tourism services.	Turkish Language in Business Tourism Practice (Basic)
	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.			Business Communication in Tourism in Turkish (Basic)
				Industrial practice 2

	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.	New technologies of tourism services and development of professional skills on the basis of tourism enterprises	Organizes the management of tourism services using digital technologies, international standards, and scientific approaches, ensuring high service quality and the development of professional competencies.	Human Resource Management in Tourism
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.			Modern Human Resource Management Technologies in Tourism
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Organization of Sanatorium-and-Spa Business
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.			Theory and Methodology of the Tourism Industry
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Accounting and Taxation in Tourism
	LO1 Organizes work in tourism management, hotel business, and service			International Quality

	provision, taking into account social demands, customer needs, and modern service standards. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Standards
	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			Risks of International Tourism
	LO4 Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure. LO11 Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.			World Tourism Regions
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.			Technologies for Creating Tours and Routes
	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards. LO7 Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.			Organization of Restaurant and Hotel Business
	LO2 Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena,			Fundamentals of Scientific Research in

	and events in the planning and implementation of professional activities.			the Service Sector Using Artificial Intelligence
	LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Logistics in Tourism
	LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Fundamentals of Aviation Tourism
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			International Booking and Reservation Systems in the Tourism Business
	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO9 Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.			Booking and Reservation Technologies in Tourism
				Pre-graduate practice/ Industrial practice
	Summing up the learning outcomes	Final assessment	Writing and defense of the diploma thesis or project, or preparation for and passing of the comprehensive examination	Final assessment

7 The relationship between the attainability of the formed learning outcomes according to the educational program and academic disciplines

№	Name of the discipline	Brief description of the discipline	Number of credits	Formed learning outcomes (codes)													
				$LO_{G\,GED1}$	$LO_{G\,GED2}$	$LO_{G\,GED3}$	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11
Cycle of general education disciplines University component																	
1	History of Kazakhstan	The purpose of the discipline shall be to give objective knowledge about the main stages in the development of the history of Kazakhstan from ancient times to the present. The program consists of 5 thematic blocks: Ancient people and the formation of a nomadic civilization, Turkic civilization and the Great Steppe, Kazakhstan in a new era (XVIII-early XX centuries), Kazakhstan in the Soviet period, and Independent Kazakhstan. Upon completion of the discipline, student applies skills of analytical, axiological, critical analysis in the study of historical processes for an objective understanding of the modern Kazakh model of development.	5	+													
2	Physical Culture	The goal of the curriculum shall be the formation of socio-personal competences of students and the ability to purposefully use the means and methods of physical culture for conservation, promotion of health to prepare for professional activities; to take physical stress, mental stress and adverse factors in their future activities. Upon completion of the curriculum, the student shall to use a variety of forms and types of physical activities for healthy life, active recreation and leisure.	8	+													
3	Philosophy	The purpose of the program is to develop students' holistic understanding of philosophy as a special form of knowledge of the world, its main branches, problems, and methods of their study in the context of future professional activity. The discipline covers the key directions in the emergence and	5	+													

		development of philosophy, the foundations of the philosophical understanding of the world, the philosophy of the human being, and the world of values. Upon completion of the discipline, student argue their own moral position regarding relevant issues of contemporary global society.																
4	Module of Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology)	The objective of the discipline is to form the socio-humanitarian worldview of learners in the context of addressing the tasks of modernizing public consciousness, encompassing the interdisciplinary study of sociology, political science, cultural studies, and psychology while integrating principles of inclusion and the «Adal Azamat» (Honest Citizen) value orientations as fundamental pillars for the development of modern society. Upon completion of the discipline, the student interprets socio-humanitarian knowledge and ethical values based on scientific methods of social analysis, participates in conflict resolution, and provides reasoned advocacy for positions regarding the modernization of Kazakhstan.	8	+														
5	Foreign Language	The goal of the curriculum shall be the formation of intercultural communicative competence of students in the process of foreign language education at a sufficient level (A2, common European framework) and the level of basic sufficiency (B1, common European framework). The course content entails a sequential study of language proficiency levels by integrating social, socio-cultural, and academic-professional communication spheres. Upon completion of the discipline, student will be able to articulate potential solutions to contemporary issues in a foreign language, utilizing evidence-based information and reasoned arguments.	10		+													
6	Kazakh (Russian) Language	The purpose of the program - to teach the Kazakh (Russian) language in accordance with international standards for teaching languages, to increase the importance of the Kazakh language as the state language and the Russian language as a medium for intercultural and professional communication,	10		+													

		developing competence in the use of the Kazakh (Russian) language by a future specialist as a means of communication in scientific, socio-cultural, political, professional spheres of public life. Upon completion of the curriculum, the student shall show competence in conditions of personal, social and professional communication in accordance with the peculiarities of the language, culture, communication situation.																	
7	Information and Communication Technologies	The purpose of the program is to develop the ability to critically evaluate and analyze processes, methods of searching, storing and processing information, and methods of collecting and transmitting information through digital technologies. Studies the fundamentals of working with information, digital technologies, and computer systems; the application of software, internet services, and ICT in professional and research activities; information security; and artificial intelligence technologies. Upon completion of the discipline, student will be able to utilize digital technologies to develop data analysis and management tools for various fields of activity.	5			+													
8	Module of Economics, Entrepreneurship, Law and Financial Literacy (Fundamentals of Economics and Entrepreneurship, Fundamentals of Law and Anti-corruption Culture, Fundamentals of Financial Literacy)	The discipline is aimed at developing entrepreneurial thinking, financial responsibility, legal literacy, fostering an anti-corruption culture, and commitment to the principles of law and order in a market economy. Its content includes the fundamentals of economics, entrepreneurship, financial literacy, law, anti-corruption culture. As a result of studying the discipline, the student has the skills to make effective economic decisions, ensure legal protection, apply financial literacy, and adhere to anti-corruption practices.	5										+				+		
		Cycle of basic disciplines University component																	
9	Brand Management in Tourism	The discipline is aimed at developing the brand of domestic tourist destinations in the domestic and global market. The	5				+					+							

		content covers conditions for creating a brand, defining the target image and positioning, strategies for placement and promotion of tourism services, and tools for managing the image of a destination. As a result of studying the discipline, the learner analyzes the competitive environment and modern marketing communications.																
10	Introduction to the Specialty	The discipline is aimed at developing the practical foundations of professional activity in the field of tourism and international tourism. The content covers the structure and operational features of tourism infrastructure enterprises, analysis of industry case studies, fundamentals of designing educational tourist routes, principles of creating a tourism product, and criteria for evaluating service quality. As a result of completing the discipline, the student describes the activities of tourism infrastructure enterprises based on practical observation.	3				+											
11	Hospitality Industry	The discipline is aimed at mastering the fundamentals of organizing the hotel business and features of functioning of accommodation enterprises. The content covers the historical development of the hospitality industry, the evolution of the hotel business from the ancient period to the present, the scale of industry development, forms of organization of the hotel business, and typology of accommodation facilities. As a result of studying the discipline, the learner evaluates features of functioning of hotel enterprises.	8				+									+		
12	Tourism Marketing	The discipline is aimed at mastering knowledge and professional skills in the field of marketing activities in the tourism industry. The discipline covers methods of analyzing the tourism market, tools for promoting services, development of advertising strategies, features of consumer behavior, and international experience of marketing activities in tourism. As a result of studying the discipline, the learner develops marketing activities in the field of tourism.	8						+						+			
13	Fundamentals of	The discipline forms practical skills of entrepreneurship in the	5											+				+

	Entrepreneurship in Tourism Sector	tourism sector. The content includes the concept of entrepreneurship, legal and economic foundations of doing business, the structure of small and medium-sized enterprises, features of organizing entrepreneurial activity, principles of developing business ideas, and assessment of market opportunities in tourism. As a result of studying the discipline, the learner evaluates legal and organizational foundations of entrepreneurial activity in the tourism sector.															
14	Sustainable Development, Ecology, and Life Safety	This discipline is designed to cultivate a systemic understanding of the principles of balancing economic development, social well-being, environmental preservation, and the protection of human life and health. It covers key issues in ecology, environmental protection, life safety, and sustainable development. Upon completion of the course, students will be able to apply the principles of sustainable development, environmental safety, and occupational health and safety to manage energy and waste within a circular economy framework.	5								+						
15	Tour Guiding	The discipline is aimed at mastering the methodological foundations of preparing and conducting excursions in tourism activities. The content covers the functions of a guide, development of excursion texts, selection of objects of display, organization of activities of excursion enterprises, features of development of excursion activities in Kazakhstan, and modern trends of the industry. As a result of studying the discipline, the learner develops excursion programs.	7							+						+	
		Cycle of basic disciplines Elective component															
16	Animation Activities in Tourism	The discipline is aimed at mastering the theoretical foundations of animation activities as a form of cultural and leisure work in the tourism sector. The content covers the basic concepts of animation, types of animation programs, methods of organizing leisure events, scenario development,	5													+	

		features of conducting animation programs in tourist centers, and the experience of developing animation activities in Kazakhstan. As a result of studying the discipline, the learner develops animation programs in tourism activities.																
17	Activities of Travel Agents and Tour Operators	The discipline is aimed at mastering the organizational foundations of the activities of tour operators and travel agents in the tourism industry. The content covers directions of development of tour operator and travel agency activities, technologies of organizing the work of tour operators, features of functioning of travel agencies, and specifics of organizing tourism activities in Kazakhstan in domestic, inbound, and outbound tourism. As a result of studying the discipline, the learner analyzes the activities of tour operators and travel agents in the tourism industry.	5													+		
18	Tourism Infrastructure	The discipline is aimed at mastering the role of tourism infrastructure in the development of tourism activities and functioning of tourism centers. The content covers elements of the infrastructural potential of a region, transport networks, accommodation facilities, leisure and entertainment objects, and organization of services at tourism enterprises. As a result of studying the discipline, the learner evaluates the role of infrastructure in tourism development.	5						+	+								
19	International Regulation of the Tourism Business	The discipline is aimed at studying the fundamentals of international regulation of the tourism business and the mechanisms for forming international policy in the field of tourism. The content covers the principles of developing international tourism policy, the legal foundations of tourism regulation, the goals of international cooperation, and the activities of international tourism organizations. As a result of studying the discipline, the learner evaluates international mechanisms for regulating tourism activities.	5												+			+
20	Intersectoral Communication in the Tourism Sector	The discipline is aimed at mastering the fundamentals of intersectoral communication in tourism activities and the features of interaction in the international environment. The	5					+	+									

		content covers communicative processes in the tourism industry, forms of professional interaction between enterprises of different sectors, principles of effective communication in the service sector, and the importance of communications for managing tourism organizations. As a result of studying the discipline, the learner evaluates intersectoral interaction in tourism activities.																
21	Museum Studies	The discipline is aimed at mastering the theoretical foundations of museology and the role of museums in preserving cultural heritage. The content covers basic concepts of museology, methods of museum research, the history of the emergence of museums, social functions of museum institutions, features of scientific work, and forms of cultural and educational activities of museums. As a result of studying the discipline, the learner analyzes museum activities and functions of museum institutions.	5					+		+								
22	Multiculturalism in Tourism	The discipline is aimed at mastering the fundamentals of multicultural interaction in the international tourism environment. The content covers features of national business cultures, characteristics of models of national cultures, factors of intercultural communication, the influence of cultural differences on managing international teams, and specifics of business interaction in different regions of the world. As a result of studying the discipline, the learner interprets features of national business cultures in tourism activities.	5					+	+									
23	Ensuring Safe Service in Tourism	The discipline is aimed at mastering the theoretical foundations of ensuring safe service in tourism activities. The content covers the concept of safety in tourism, types of tourism risks, legal foundations of tourist protection, methods of threat prevention, technologies for managing crisis situations, safety monitoring systems, and the use of digital tools for risk analysis. As a result of studying the discipline, the learner analyzes types of tourism risks and measures for their prevention, taking into account the legal foundations of	5								+				+			

		tourist protection.																
24	Basics of Tourism	The discipline is aimed at mastering the theoretical foundations of tourism and forming an understanding of the structure of the tourism industry. The content covers basic concepts of tourism activities, elements and structure of the tourism industry, economic and social significance of tourism, regulatory and legal foundations and state regulation of the industry. As a result of studying the discipline, the learner analyzes the theoretical foundations of tourism and the structure of the tourism industry, taking into account its economic, social, and legal significance.	5					+		+							
25	Planning in Tourism Business	The discipline is aimed at mastering the economic foundations of business planning in the tourism business and understanding its role in increasing the competitiveness of tourism enterprises. The content covers the methodology of business planning, the structure of a business plan, economic performance indicators of an enterprise, features of planning in the service sector, and analysis of the competitive environment. As a result of studying the discipline, the learner justifies decisions in the business planning of a tourism enterprise.	5						+			+					
26	Professional Ethics in Tourism	The discipline is aimed at studying professional ethics and etiquette, managerial ethics, and developing teamwork skills. Its content covers the analysis of communication processes in client interactions, conducting business meetings and conversations, and identifying factors that hinder effective business interaction. As a result of studying the discipline, the student applies etiquette norms and tactful personnel management, demonstrating a high level of professionalism in communication.	4						+			+					
27	Advertising and Information Activities in Tourism Business	The discipline is aimed at developing knowledge of advertising and information activities in tourism, forms of advertising application, its influence on consumers, and planning of advertising work. Its content covers the	5									+		+			

		development of advertising materials, selection of distribution channels, and evaluation of advertising campaign effectiveness. As a result of studying the discipline, the student applies skills in developing and implementing advertising and information strategies in the tourism business.																	
28	Sacred Tourism	The discipline is aimed at mastering the fundamentals of organizing sacred tourism and training specialists in the field of historical and cultural travel. The content covers spiritual and ecological routes, sacred sites, religious worship buildings, archaeological monuments, and features of their use in tourism activities and cultural and educational work. As a result of studying the discipline, the learner analyzes sacred objects in tourism activities.	5					+									+		
29	Service Activities in the Republic of Kazakhstan	The discipline is aimed at mastering the fundamentals of service activities for professional work in the tourism sector of the Republic of Kazakhstan. The content covers principles of functioning of service sector enterprises in a market economy, efficient use of material, labor and financial resources, and regulatory and legal foundations of tourism regulation. As a result of studying the discipline, the learner analyzes the organization of service activities in the tourism sector.	4				+			+									
30	Social and Cultural Services in the Hospitality Industry	The discipline is aimed at mastering the theoretical foundations of social and cultural service in the hospitality industry and understanding its role in the service sector. The content covers the history of service development, types of service activities, principles of service classification, characteristics of service offerings, and features of service in the hospitality industry. As a result of studying the discipline, the learner evaluates features of social and cultural service in the hospitality industry.	5				+	+											
31	Introduction to Artificial Intelligence (Minor)	The discipline is aimed at forming fundamental knowledge about the principles and methods of artificial intelligence and the application of intelligent technologies in solving	5													+			

		professional tasks. The content covers the stages of the development of artificial intelligence, the fundamentals of machine learning, elements of neural networks, data processing methods, intelligent systems, and the areas of application of artificial intelligence technologies. As a result of studying the discipline, the student applies artificial intelligence technologies in various fields of professional activity.																
32	Sports Tourism	The discipline is aimed at mastering the fundamentals of sports tourism as a direction of tourism activities and studying various types of active tourism. The content covers the methodology of performing motor actions, features of organizing trips and water routes, safety requirements, basics of physical training, characteristics of types of sports tourism and conditions for their implementation. As a result of studying the discipline, the learner analyzes types of sports tourism and features of their organization.	5										+				+	
33	Standardization and Certification in the Restaurant Business	The discipline is aimed at mastering the theoretical foundations of standardization and certification in the restaurant business. The content covers the history of standardization development, classification of standards, principles of quality management of products and services, conformity assessment procedures, methods of product quality control, and rules for preparing technical documentation. As a result of studying the discipline, the learner analyzes processes of standardization and certification in the restaurant business.	5													+		+
34	Development of Artificial Neural Networks (Minor)	The discipline is aimed at forming theoretical knowledge and practical skills in the development and application of artificial neural networks for intelligent information processing. The content covers the principles of construction and functioning of artificial neural networks, the main neural network architectures, training methods, data preparation and processing, and tools for developing neural network models.	5													+		

		As a result of studying the discipline, the student develops neural networks to solve problems of data processing and intelligent systems.																
35	Techniques and Tactics of Active Tourism	The discipline is aimed at mastering the techniques and tactics of active types of tourism and preparation for organizing tourist trips of various levels of difficulty. The content covers features of route planning, physical preparation of participants, issues of nutrition and tourist equipment, basics of medical support, and safety requirements on the route. As a result of studying the discipline, the learner develops routes for active tourism trips.	5									+				+		
36	Tourism Resources of Kazakhstan	The discipline is aimed at mastering knowledge about the territorial organization of tourism activities and the resource potential of Kazakhstan. The content covers the tourism and recreational potential of a territory, national and regional features of tourism development, characteristics of natural and cultural resources of regions, and their significance for the development of domestic and international tourism. As a result of studying the discipline, the learner analyzes tourism and recreational resources of the regions of Kazakhstan.	4							+						+		
37	Tourist Formalities	The discipline is aimed at mastering the theoretical foundations of tourism formalities and their role in organizing international tourist travel. The content covers types of tourism formalities, visa regulations, passport requirements, customs procedures, sanitary standards, and features of border control in organizing inbound and outbound tourism. As a result of studying the discipline, the learner analyzes tourism formalities in organizing international travel.	5								+							+
38	Quality Management of Tourism Services	The discipline is aimed at mastering the fundamentals of quality management of tourism services in the tourism and hospitality sector. The content covers the quality of tourism services as an object of management, factors of competitiveness of organizations, methodological foundations of quality management, service quality standards,	5											+				

		tools for service quality control, and methods for assessing the level of service. As a result of studying the discipline, the learner evaluates the quality of tourism services and the effectiveness of service processes.																	
39	Ethics and Culture in Tourism	The discipline is aimed at mastering the norms of professional behavior and business communication in the tourism sector. The content covers the basics of managerial ethics, principles of interaction within a team, overcoming communication barriers, features of intercultural communication in the business environment of tourism, and modern trends in the development of ethics and culture in the industry. As a result of studying the discipline, the learner analyzes business communication in the tourism sector.	4						+										
Cycle of major disciplines University component																			
40	Fundamentals of Scientific Research in the Service Sector Using Artificial Intelligence	The discipline is aimed at mastering the fundamentals of research activities in the service sector using artificial intelligence. The content covers research methods, stages of conducting research, methods of data collection and analysis, the application of artificial intelligence tools in information processing, interpretation of research results, and the use of digital technologies to solve research tasks. As a result of completing the discipline, the student will be able to plan and conduct scientific research in the service sector using artificial intelligence tools.	5					+											
41	Sales Technology in Tourism Activities	The discipline is aimed at mastering the technologies of selling tourism services and organizing customer service in tourism activities. The content covers methods of developing a tourism product, technologies for selling tourism services, stages of customer service, selection of distribution channels for tourism products, and features of promoting tourism services in the market. As a result of studying the discipline, the learner analyzes the process of selling tourism services.	5						+						+				
Cycle of major disciplines																			

Elective component																			
42	Accounting and Taxation in Tourism	The discipline is aimed at mastering the fundamentals of accounting and taxation in tourism enterprises. The content covers the theoretical foundations and practical aspects of accounting in tourism enterprises, as well as methods and techniques for calculating the tourism product. As a result of studying the discipline, the learner develops skills in accounting and taxation of tourism services.	5							+					+			
43	World Tourism Regions	The discipline is aimed at mastering the patterns of formation, functioning, and development of global tourism regions. The content covers the features of global tourism regions, natural and socio-economic tourism resources, principles of their rational use, global tourism centers, directions of international tourist flows, and factors of development of international tourism. As a result of studying the discipline, the learner systematizes the features of global tourism regions.	5							+								+
44	Business Communication in Tourism in Turkish (Basic)	The discipline is aimed at mastering the fundamentals of business communication in the Turkish language for professional interaction in the tourism sector. The content covers lexical and grammatical features of business communication, professional terminology of tourism, communicative models of interaction with clients, rules of business correspondence, and features of oral professional speech. As a result of studying the discipline, the learner applies lexical and grammatical structures of the Turkish language in business communication.	5											+				
45	Inclusive Tourism	The discipline is aimed at mastering the principles of organizing tourism accessible to various categories of the population, including people with disabilities. The content covers accessibility standards of tourism infrastructure, methods of designing inclusive routes, requirements for safe tourism services, and features of organizing travel for different groups of tourists. As a result of studying the discipline, the learner analyzes accessibility requirements of	5										+					

		tourism services.																	
46	Artificial Intelligence in Object Management (Minor)	The discipline is aimed at forming knowledge and skills in the application of artificial intelligence methods for the analysis, modeling, and control of technical and information objects. The content covers methods and algorithms of artificial intelligence in control systems, intelligent decision-making methods, data processing and analysis, and the application of machine learning and intelligent systems. As a result of studying the discipline, the student applies artificial intelligence technologies in object control systems.	5												+		
47	Logistics in Tourism	The discipline is aimed at mastering the principles of organizing logistics processes in tourism activities. The content covers scientific methods of forming logistics systems in tourism, management of resource flows in the creation of the tourism product, organization of transport services for tourists, and planning of procurement and distribution of services. As a result of studying the discipline, the learner correlates elements of logistics processes in tourism activities.	5									+			+		
48	International Booking and Reservation Systems in the Tourism Business	The discipline is aimed at mastering modern technologies for the electronic booking of tourism services. The content covers the principles of functioning of international booking systems, technologies for reserving tourism services through digital platforms, the features of interaction between tourism enterprises and online booking systems, and the use of specialized software of tourism organizations. As a result of studying the discipline, the student analyzes the principles of functioning of booking and reservation systems in the tourism business.	5						+						+		
49	International Quality Standards	The discipline is aimed at mastering the principles of ensuring the quality and safety of the tourism product in accordance with international standards. The content covers methods for determining service quality, indicators of competitiveness of tourism organizations, international quality management standards, the formation of a quality management system,	5				+								+		

		mechanisms of its functioning and improvement. As a result of studying the discipline, the learner determines the compliance of tourism services with the requirements of international quality standards.																	
50	Human Resource Management in Tourism	The discipline is aimed at mastering the fundamentals of personnel management in tourism activities and developing the professional competencies of a manager. The content covers the concept of personnel management, management methods and styles, principles of organizational structure design, recruitment procedures, methods for evaluating employee performance, and mechanisms for professional development of staff. As a result of studying the discipline, the learner analyzes methods of recruitment, evaluation, and professional development of personnel in tourism activities.	5				+					+						
51	Microeconomics of the Social Sphere and Tourism	The discipline is aimed at mastering the microeconomic foundations of the functioning of the social sphere and tourism activities. The content covers the mechanism of decision-making by economic agents, models of individual choice, indicators of consumer behavior, methods of microeconomic analysis, causal relationships between microeconomic variables, and features of the functioning of the tourism services market. As a result of studying the discipline, the learner analyzes economic processes in the social sphere and tourism.	5							+			+					
52	Organization of Restaurant and Hotel Business	The discipline is aimed at mastering the fundamentals of organization and management of restaurant and hotel enterprises. The content covers key concepts of the hospitality industry, the structure of restaurant and hotel enterprises, features of service organization, technological processes of providing accommodation and catering services, and service quality requirements. As a result of studying the discipline, the learner describes the organization of restaurant and hotel business.	5				+						+					
53	Organization of	The discipline is aimed at mastering the fundamentals of	5				+								+			

	Sanatorium-and-Spa Business	organizing the sanatorium and resort business in the conditions of a modern market economy. The content covers the system of sanatorium and resort services, the organization of treatment and recreation, resource provision of resort activities, features of forming the sanatorium and resort product, innovative processes in the development of the resort sector, and investment mechanisms for the development of sanatorium and resort organizations. As a result of studying the discipline, the learner classifies types of sanatorium and resort services and features of organizing treatment and recreation.																	
54	Fundamentals of Aviation Tourism	The discipline is aimed at mastering the fundamentals of organizing the aviation component of the tourism product. The content covers the principles of forming tours with air transportation, features of scheduled and charter flight programs, interaction of tourism organizations with airlines and airports, regulatory and legal requirements in aviation tourism, and requirements for passenger service quality. As a result of studying the discipline, the learner compares the features of forming the tourism product using air transportation.	5														+		
55	Passport and Visa Documentation and Insurance in the Tourism Business	The discipline is aimed at mastering the fundamentals of passport and visa documentation processing and insurance in the tourism business. The content covers tourism formalities, rules for processing passport documents, visa requirements of different countries, types of insurance in tourism, requirements for issuing insurance policies, and regulatory foundations of tourism travel. As a result of studying the discipline, the learner systematizes requirements for passport and visa documentation and insurance in tourism activities.	5														+		+
56	Legal Framework in the Field of Tourism	The discipline is aimed at mastering the legal foundations of regulation of tourism activities. The content covers legislation in the field of tourism, regulatory legal acts, licensing of tourism activities, safety requirements for tourism services,	5									+							+

		state regulation of the tourism industry, service quality standards, and the procedure for developing internal regulatory documents of tourism organizations. As a result of studying the discipline, the learner analyzes the regulatory and legal framework of tourism activities.																	
57	Risks of International Tourism	The discipline is aimed at mastering methods of risk assessment, analysis, and management in international tourism. The content covers the theoretical foundations of risks in international tourism, classification of risks in tourism activities, methods of their identification and assessment, and tools for risk management in international tourism business. As a result of studying the discipline, the learner classifies risks in international tourism.	5												+			+	
58	Modern Human Resource Management Technologies in Tourism	The discipline is aimed at mastering modern technologies of personnel management in the tourism industry. The content covers HR management models, methods of forming organizational structures, personnel recruitment technologies, tools for assessing human resource potential, employee development systems, and mechanisms for forming corporate culture. As a result of studying the discipline, the learner evaluates modern technologies of personnel management in the tourism industry.	5					+						+					
59	Tourism Statistics	The discipline is aimed at mastering methods of statistical analysis of tourism development processes. The content covers methods of collecting statistical information, data processing techniques, indicators of tourism demand, methods of statistical analysis, tools for summarizing statistical data, and features of studying tourist flows. As a result of studying the discipline, the learner interprets statistical indicators of tourism, taking into account trends in the development of the industry.	5						+	+									
60	Theory and Methodology of the Tourism Industry	The discipline is aimed at mastering theoretical and methodological approaches to studying the processes of development of the tourism industry. The content covers the	5						+	+									

		main theories of tourism, research methodology, methods of analyzing tourism processes, modern approaches to studying tourism activities, problems of functioning of tourism organizations, and trends in the development of the tourism industry. As a result of studying the discipline, the learner analyzes methods of researching the tourism industry.																	
61	Booking and Reservation Technologies in Tourism	The discipline is aimed at mastering modern technologies for booking and reserving tourism services. The content covers the principles of organizing booking in tourism activities, methods of reserving tourism services, the features of functioning of automated booking systems, and the application of digital technologies in tourism companies. As a result of studying the discipline, the student analyzes technologies for booking and reserving tourism services.	5						+						+				
62	Technologies for Creating Tours and Routes	The discipline is aimed at mastering the principles and technologies of developing tourism tours and routes. The content covers the theoretical foundations of tour design, methods of planning and optimizing tourism routes, safety requirements, features of tourism travel logistics, and factors of tourism demand formation. As a result of studying the discipline, the learner analyzes elements of tourism routes taking into account logistics, safety, and tourist needs.	5												+	+			
63	Turkish Language in Business Tourism Practice (Basic)	The discipline is aimed at mastering basic communicative skills in the Turkish language for professional interaction in the tourism sector. The content covers the fundamentals of business communication in Turkish, professional tourism vocabulary, speech patterns of business interaction, rules of business correspondence, and features of intercultural communication with representatives of Turkish culture. As a result of studying the discipline, the learner conducts business communication in Turkish in the tourism sector.	5					+						+					
64	Ecological Tourism	The discipline is aimed at mastering the fundamentals of ecological tourism and the principles of sustainable use of natural resources. The content covers the features of	5							+							+		

		ecological tourism, natural areas, cultural traditions of local communities, ethnographic and historical sites, principles of preserving natural landscapes, and methods of organizing ecological routes. As a result of mastering the discipline, the student develops concepts of eco-tours and tourist destinations.															

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_{GED1}	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.	Testing, oral questioning, presentation, practical assignment, discussion	Lecture, discussion, group work, case study, preparation and presentation defense, practical classes
LO_{GED2}	Capable of interpersonal social and professional communication in Kazakh, Russian, and foreign languages.	Oral questioning, written assignments, testing, presentation, practical assignment	Practical classes, pair and group work, dialogue, discussion, preparation and presentation defense
LO_{GED3}	Possesses various types of information and communication technologies for searching, storing, processing, pro-tecting, and disseminating information.	Testing, practical assignment, presentation, completion of assignments in an ICT environment	Lecture, practical work in an ICT environment, completion of practical assignments, work with digital resources, preparation and presentation defense
LO1	Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards.	Testing, presentation, oral questioning	Lecture, presentation preparation and defense, case analysis, frontal questioning
LO2	Applies research methods using artificial intelligence tools, taking into account individual and cultural differences of people, objects, phenomena, and events in the planning and implementation of professional activities.	Presentation, oral questioning, mini-projects	Discussion, brainstorming, frontal questioning

LO3	Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities.	Testing, case tasks, practical task, oral questioning	Working with cases, group work, work in the ICT environment
LO4	Applies scientific approaches to the analysis of tourism and recreational activities, conducting socio-economic research and using accounting principles in the tourism industry and infrastructure.	Testing, oral questioning, task based on table/graph	Lecture, working with diagrams, mini-presentations, test questions
LO5	Assesses risks, complying with the principles of safety, environmental responsibility, and sustainable development in the operation of tourism enterprises.	Testing, practical task, discussion	Situational analysis, situation modeling, test questions, frontal questioning
LO6	Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.	Presentation, self-assessment, individual tasks, discussion	Interactive lecture, frontal questioning, presentation preparation and defense
LO7	Possesses modern methods for making sustainable and entrepreneurial decisions that consider inclusive needs, with knowledge of economics and financial literacy.	Mini-presentation, testing, oral questioning, case tasks	Brainstorming, problem solving, case discussion, test questions
LO8	Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment.	Oral questioning, testing, role-playing situation, discussion, presentation	Role-playing, group discussion, test questions, presentation preparation and defense
LO9	Organizes high-quality customer service in accordance with professional standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.	Practical task, testing, demonstration	Working in software, following instructions, step-by-step learning, test questions
LO10	Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.	Route development, presentation, testing, oral questioning	Route defense, modeling, test questions, presentation preparation and defense
LO11	Assesses the applicability of regional and international legal frameworks and regulatory documents for tourists, considering anti-corruption principles and safety verification procedures during travel and accommodation.	Testing, oral questioning, case tasks	Test questions, working with cases, group discussion, frontal questioning

9 Correlation of 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 and/or 7 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
«Provision of	Travel agents	LF1.	Task 1: Collects	LO6 Determines the trajectory of personal and professional development by

tourist services» from №224 of 06.12.2022	and related occupations	Development of domestic tours	information and creates a database on domestic tours	mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
		LF2. Development of inbound tours	Task 1: Collects information and creates a database on inbound tours, tour operators, and other partners	LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
		LF3. Organization of domestic tours	Task 1: Develops and packages a domestic tour	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards.
		LF4. Organization of inbound tours	Task 1: Develops and packages an inbound tour	LO1 Organizes work in tourism management, hotel business, and service provision, taking into account social demands, customer needs, and modern service standards.
		LF5. Operation of domestic tours	Task 1: Interacts with a group of tourists	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
		LF6. Operation of inbound tours	Task 1: Interacts with a group of foreign tourists	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
«Guide» from №151 of 17.04.2024 г.	Tour Guide	LF1. Development and delivery of museum excursion programs	Task 1: Develops tour scripts for different groups of museum visitors and for excursions of varying durations.	LO8 Carries out monitoring and quality control of tourism services using business communication skills and professional communication in an intercultural environment. LO10 Organizes excursion and animation activities using methods for developing tourist routes in various landscapes and conditions.
«Organization of	Tour	LF1. Packaging	Task 1: Procures	LO9 Organizes high-quality customer service in accordance with professional

tourist services in inbound and domestic tourism» from №224 of 06.12.2022	Operator	and sale of the company's tourism product	external services Task 2: Packages tours	standards, including in the field of transport and air transportation, using modern software and artificial intelligence technologies in the tourism sector.
		LF2. Participation in the promotion of the tourism product	Task 1: Develops a concept for promoting tourism services	LO3 Analyzes tourism data using digital technologies, considering the requirements of intercultural communication to evaluate opportunities for promoting tourism services and developing tourism activities. LO6 Determines the trajectory of personal and professional development by mastering applied skills in various types of tourism, including active tourism, and by developing the brand of a tourist destination, as well as strategies for accommodation and promotion of tourism services.

10 Graduate model

<table>
<tr><th colspan="4">GRADUATE MODEL</th></tr>
<tr><td colspan="4">Competencies (soft skills, digital skills)</td></tr>
<tr><td rowspan="3">Professional standard «Provision of tourist services», «Guide», «Organization of tourist services in inbound and domestic tourism». Atlas of New Professions 2025 - Ecological Tourism Manager, Regional standard of Astana, 2023 – International Tourist Guide</td><td>Attributes of a graduate</td><td>Knowledge</td><td>Skills</td></tr>
<tr><td>High professionalism in the field of tourism;
Adaptability to global challenges;
Leadership;
Entrepreneurial thinking;
Global citizenship;
Understanding the importance of the principles and culture of academic integrity;
Communication competencies;
Learning skills necessary for independent lifelong learning.</td><td>Stages of development, promotion, and implementation of a tourism product.
Legal, regulatory, and marketing foundations of tourism activities.
Principles of ensuring safety, sustainable development, and inclusivity in tourism.
Tourism resources, infrastructure, and quality standards of tourism services.
Digital technologies, booking systems, and artificial intelligence in tourism.
Fundamentals of management, accounting, and research activities in the industry.</td><td>Apply marketing tools to promote tourism services.
Analyze tourism data using digital technologies.
Assess risks and ensure compliance with safety standards.
Carry out quality control of tourism services and adapt them to customer needs.
Use legal and regulatory documents in professional activities.</td></tr>
<tr><td colspan="3">Professional skills (hard skills)</td></tr>
<tr><td colspan="4">Develop tourist routes and packages.
Organize tourist services in hotels, restaurants, during transfers, and along the route.
Conclude contracts with tourism service providers and prepare the necessary documentation.
Use digital technologies, booking systems, and artificial intelligence tools in tourism activities.
Prepare tour cost calculations and perform financial settlements.
Monitor compliance with quality and safety standards in the provision of tourism services.
Deliver presentations of tourism programs and accompany clients at all stages of service delivery.
Apply legal knowledge when advising tourists on visa issues, insurance, and consumer rights.</td></tr>
</table>

Typical curriculum
Educ .ional program 6B11127 Tourism

Модульдің № / № модуля / Module №	Пәндердің № / № дисциплины / Discipline №	ОҚУ ПӘНДЕРІНІҢ АТАУЫ НАИМЕНОВАНИЕ УЧЕБНЫХ ДИСЦИПЛИН NAME OF TEACHING DISCIPLINES	Оқу пәндерінің циклы (міндетті компонент / таңдау компоненті) Цикл учебных дисциплин (обязательный компонент / компонент по выбору) Educational disciplines cycle (compulsory component / component of choice)	Оқу пәндерінің коды Код учебной дисциплины Educational discipline code	Семестр / semester	Кредиттер саны Количество кредитов Number of credits	Курстық жұмыс (жоба) Курсовая работа (проект) Course work (project)	Білім алушылардың жұмыс уақытының бюджеті сағатпен Бюджет рабочего времени (час) Budget of working time (hours)							Кафедра атауы / Наименование кафедры / Name of the department	Семестр бойынша бөлу Распределение по семестрам Distribytion of semesters						Пән бойынша қорытынды бағалау (емтихан, дифференциалды сынақ, мемлекеттік емтихан, жоба және т.б.) / Форма итогового контроля по дисциплине (экзамен, дифференцированный зачет, государственный экзамен, проект и др.) / Final assessment form for the discipline (exam, differentiated credit, state exam, project, etc.)	Пән бойынша қорытынды бағалаудың форматы (ауызша, жазбаша, тестілік, шығармашылық және т.б.) / Форма проведения итогового контроля по дисциплине (устно, письменно, тест, творческий и т. д.) / The format of the final assessment for the discipline (orally, in writing, test, creative, etc.)
								Барлық сағат / Всего часов / Total hours	Аудиториялық жұмыс / Аудиторная работа / Class work				СӨЖ / СРОП / IWST	БАӨЖ / СРО / IWS		1 КУРС / YEAR		2 КУРС / YEAR		3 КУРС / YEAR			
								Барлық аудит. сағат / Всего аудит. часов / Total classroom hours	оның ішінде / в том числе / including							1 Академиялық кезең / Academic period	2 Академиялық кезең / Academic period	3 Академиялық кезең / Academic period	4 Академиялық кезең / Academic period	5 Академиялық кезең / Academic period	6 Академиялық кезең / Academic period		
									Д / Л / Lec	СПС / СПЗ / SPL	ЖС / ЛЗ / LC					Семестрдағы апталар саны / Недель в семестре / Weeks in a semester							
																15	15	15	15	15	15		
																аптасына аудиториялық сағат / аудиторных часов в неделю / classroom hours per week							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
						/ /																	
Модуль / Module № 1	1	Шетел тілі Иностранный язык Foreign Language	ЖБП (МК) ООД (ОК) GED (CS)	IYa 1104-26 (1) IYa 1104-26 (1) IYa 1104-26 (1)	1	5		150	45		45		15	90	Барлық кафедралар Все кафедры All chairs	0 + 3 + 0						Емтихан Экзамен Examination	Аралас Комбинированный Combined
	2	Қазақ (Орыс) тілі Казахский (Русский) язык Kazakh (Russian) Language	ЖБП (МК) ООД (ОК) GED (CS)	K(R)Ya 1105-26 (1) K(R)Ya 1105-26 (1) K(R)Ya 1105-26 (1)	1	5		150	45		45		15	90	Барлық кафедралар Все кафедры All chairs	0 + 3 + 0						Емтихан Экзамен Examination	Аралас Комбинированный Combined
	3	Қазақстан тарихы История Казахстана History of Kazakhstan	ЖБП (МК) ООД (ОК) GED (CS)	IK 1101-26 IK 1101-26 IK 1101-26	1	5		150	45	30	15		15	90	Барлық кафедралар Все кафедры All chairs	2 + 1 + 0						Мемлекеттік экзамен Государственная аттестация	Ауызша Устный Oral
	4	Дене шынықтыру Физическая культура Physical Culture	ЖБП (МК) ООД (ОК) GED (CS)	PhK 1107-26 (1) PhK 1107-26 (1) PhK 1107-26 (1)	1	2		60	30		30			30	Барлық кафедралар Все кафедры All chairs	0 + 2 + 0						Дифференциалдық сынақ Дифференцированный зачет	Басқа Другое More
	5	Экономика, кәсіпкерлік, құқық және қаржылық сауаттылық модулі (экономика және кәсіпкерліктің негіздері, құқық негіздері және сыбайлас жемқорлыққа қарсы мәдениет, қаржылық сауаттылық негіздері) Модуль экономики, предпринимательства, права и финансовой грамотности (основы экономики и предпринимательства, основы права и антикоррупционная культура, основы финансовой грамотности) Module of Economics, Entrepreneurship, Law and Financial Literacy (Fundamentals of Economics and Entrepreneurship, Fundamentals of Law and Anti-corruption Culture, Fundamentals of Financial Literacy)	ЖБП (ЖК) ООД (ВК) GED (EC)	MEPPFG 1101-26 MEPPFG 1101-26 MEPPFG 1101-26	2	5		150	45	30	15		15	90	Барлық кафедралар Все кафедры All chairs		2 + 1 + 0					Емтихан Экзамен Examination	Компьютерлік тестілеу Компьютерное тестирование Computer testing
	6	Шетел тілі Иностранный язык Foreign Language	ЖБП (МК) ООД (ОК) GED (CS)	IYa 1104-26 (2) IYa 1104-26 (2) IYa 1104-26 (2)	2	5		150	45		45		15	90	Барлық кафедралар Все кафедры All chairs		0 + 3 + 0					Емтихан Экзамен Examination	Аралас Комбинированный Combined
	7	Қазақ (Орыс) тілі Казахский (Русский) язык Kazakh (Russian) Language	ЖБП (МК) ООД (ОК) GED (CS)	K(R)Ya 1105-26 (2) K(R)Ya 1105-26 (2) K(R)Ya 1105-26 (2)	2	5		150	45		45		15	90	Барлық кафедралар Все кафедры All chairs		0 + 3 + 0					Емтихан Экзамен Examination	Аралас Комбинированный Combined
	8	Ақпараттық-коммуникациялық технологиялар Информационно-коммуникационные технологии Information and Communication Technologies	ЖБП (МК) ООД (ОК) GED (CS)	IKT 1106-26 IKT 1106-26 IKT 1106-26	2	5		150	45	15		30	15	90	Барлық кафедралар Все кафедры All chairs		1 + 0 + 2					Емтихан Экзамен Examination	Компьютерлік тестілеу Компьютерное тестирование
	9	Дене шынықтыру Физическая культура Physical Culture	ЖБП (МК) ООД (ОК) GED (CS)	PhK 1107-26 (2) PhK 1107-26 (2) PhK 1107-26 (2)	2	2		60	30		30			30	Барлық кафедралар Все кафедры All chairs		0 + 2 + 0					Дифференциалдық сынақ Дифференцированный зачет	Басқа Другое More
	10	Философия Философия Philosophy	ЖБП (МК) ООД (ОК) GED (CS)	Fil 2102-26 Fil 2102-26 Fil 2102-26	3	5		150	45	30	15		15	90	Әлеуметтік-гуманитарлық пәндер Социально-гуманитарных			2 + 1 + 0				Емтихан Экзамен Examination	Компьютерлік тестілеу Компьютерное тестирование
	11	Әлеуметтік-саяаттану білім модулі (әлеуметтану, саясаттану, мәдениеттану, психология) Модуль социально-политических знаний (политология, социология, культурология, психология) Module of Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology)	ЖБП (МК) ООД (ОК) GED (CS)	MSPZ 2103-26 MSPZ 2103-26 MSPZ 2103-26	3	8		240	120	60	60		24	96	Барлық кафедралар Все кафедры All chairs			4 + 4 + 0				Емтихан Экзамен Examination	Компьютерлік тестілеу Компьютерное тестирование Computer testing
	12	Дене шынықтыру Физическая культура Physical Culture	ЖБП (МК) ООД (ОК) GED (CS)	PhK 1107-26 (3) PhK 1107-26 (3) PhK 1107-26 (3)	3	2		60	30		30			30	Дене шынықтыру Физическое воспитание physical education			0 + 2 + 0				Дифференциалдық сынақ Дифференцированный зачет	Басқа Другое More
	13	Дене шынықтыру Физическая культура Physical Culture	ЖБП (МК) ООД (ОК) GED (CS)	PhK 1107-26 (4) PhK 1107-26 (4) PhK 1107-26 (4)	4	2		60	30		30			30	Барлық кафедралар Все кафедры All chairs				0 + 2 + 0			Дифференциалдық сынақ Дифференцированный зачет	Басқа Другое More
	14	Туризмдегі бренд менеджменті Бренд менеджмент в туризме Brand Management in Tourism	БП (ЖК) БД (ВК) BD (EC)	BMT 1201-26 BMT 1201-26 BMT 1201-26	1	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service	2 + 1 + 0						Емтихан Экзамен Examination	Жазбаша Письменный Writing
	15	Мамандыққа кіріспе Введение в специальность Introduction to the Specialty	БП (ЖК) БД (ВК) BD (EC)	VS 1202-26 (Tur) VS 1202-26 (Tur) VS 1202-26 (Tur)	2	3		90	30		30		6	54	Туризм және сервис Туризм и сервис Tourism and service		0 + 2 + 0					Емтихан Экзамен Examination	Ауызша Устный Oral
	16	Туризм саласындағы кәсіпкерлік негіздері Основы предпринимательства в сфере туризма Fundamentals of Entrepreneurship in Tourism Sector	БП (ЖК) БД (ВК) BD (EC)	OPST 1203-26 OPST 1203-26 OPST 1203-26	2	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service		1 + 2 + 0					Емтихан Экзамен Examination	Жазбаша Письменный Writing
	17	Туризм маркетингі Маркетинг туризма Tourism Marketing	БП (ЖК) БД (ВК) BD (EC)	MrT 2204-26 MrT 2204-26 MrT 2204-26	3	8		240	75	30	45		21	144	Туризм және сервис Туризм и сервис Tourism and service			2 + 3 + 0				Емтихан Экзамен Examination	Жазбаша Письменный Writing
	18	Экскурсиятану Экскурсоведение Tour Guiding	БП (ЖК) БД (ВК) BD (EC)	Eks 2205-26 Eks 2205-26 Eks 2205-26	3	7		210	75	30	45		9	126	Туризм және сервис Туризм и сервис Tourism and service			2 + 3 + 0				Емтихан Экзамен Examination	Жазбаша Письменный Writing
	19	Қонақ үй шаруашылығы Гостиничное хозяйство Hospitality Industry	БП (ЖК) БД (ВК) BD (EC)	GH 2206-26 GH 2206-26 GH 2206-26	4	8		240	75	30	45		21	144	Туризм және сервис Туризм и сервис Tourism and service				2 + 3 + 0			Емтихан Экзамен Examination	Жазбаша Письменный Writing
	20	Тұрақты даму, экология және тіршілік қауіпсіздігі Устойчивое развитие, экология и безопасность жизнедеятельности Sustainable Development, Ecology, and Life Safety	БП (ЖК) БД (ВК) BD (EC)	UREBZh 3207-26 UREBZh 3207-26 UREBZh 3207-26	6	5		150	45	30	15		15	90	Барлық кафедралар Все кафедры All chairs						2 + 1 + 0	Емтихан Экзамен Examination	Компьютерлік тестілеу Компьютерное тестирование
	21	Өндірістік практика 1 Производственная практика 1 Industrial practice 1	БеП (ЖК) ПД (ВК) PD (EC)	PP 2-26 (TM1) PP 2-26 (TM1) PP 2-26 (TM1)	2	5		150	0						Туризм және сервис Туризм и сервис Tourism and service		5 апта / недель / weeks					Практика бойынша қорытынды баға Итоговая оценка по	Басқа Другое More
	22	Өндірістік практика 2 Производственная практика 2 Industrial practice 2	БеП (ЖК) ПД (ВК) PD (EC)	PP 2-26 (TM) PP 2-26 (TM) PP 2-26 (TM)	4	5		150	0						Туризм және сервис Туризм и сервис Tourism and service				5 апта / недель / weeks			Практика бойынша қорытынды баға Итоговая оценка по	Басқа Другое More
	23	Туристік қызметтегі сату технологиясы Технология продаж в туристской деятельности Sales Technology in Tourism Activities	БеП (ЖК) ПД (ВК) PD (EC)	TPTD 3301-26 TPTD 3301-26 TPTD 3301-26	5	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service					2 + 1 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	24	Жасанды интеллектті қолдана отырып қызмет көрсету саласындағы ғылыми зерттеулердің негіздері Основы научных исследований в сфере услуг с использованием искусственного интеллекта Fundamentals of Scientific Research in the Service Sector Using Artificial Intelligence	БеП (ЖК) ПД (ВК) PD (EC)	ONISUIII 3302-26 ONISUIII 3302-26 ONISUIII 3302-26	6	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service						2 + 1 + 0	Емтихан Экзамен Examination	Жазбаша Письменный Writing
	25	Диплом алдындағы практика/ Өндірістік практика Преддипломная практика/Производственная практика Pre-graduate practice/ Industrial practice	БеП (ЖК) ПД (ВК) PD (EC)	PDP/PP 26 (TM) PDP/PP 26 (TM) PDP/PP 26 (TM)	6	7		210	0						Туризм және сервис Туризм и сервис Tourism and service						7 апта / недель / weeks	Практика бойынша қорытынды баға Итоговая оценка по	Басқа Другое More
Барлығы модуль бойынша / Итого по модулю / Total for module						124		3720	1080	390	660	30	276	1854									
						/ /																	

Модуль / Modu 2	1	ҚР-дағы сервистік қызмет Сервисная деятельность в РК Service Activities in the Republic of Kazakhstan	БП (ТК) БД (КВ) BD (UC)	SDRK 1201-26 SDRK 1201-26 SDRK 1201-26	1	4		120	45	15	30		3	72	Туризм және сервис Туризм и сервис Tourism and service	1 + 2 + 0						Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Қазақстанның туристік ресурстары Туристские ресурсы Казахстана Tourism Resources of Kazakhstan		TRK 1201-26 TRK 1201-26 TRK 1201-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						4		120	45	15	30	0	3	72											
						/ /																			
Модуль / Module № 3	1	Туризмдегі этика және мәдениет Этика и культура в туризме Ethics and Culture in Tourism	БП (ТК) БД (КВ) BD (UC)	EKT 1202-26 EKT 1202-26 EKT 1202-26	1	4		120	45	30	15		3	72	Туризм және сервис Туризм и сервис Tourism and service	2 + 1 + 0						Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризмдегі кәсіби этика Профессиональная этика в туризме Professional Ethics in Tourism		PET 1202-26 PET 1202-26 PET 1202-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						4		120	45	30	15	0	3	72											
						/ /																			
Модуль / Module № 4	1	Туризмнің белсенді түрлерінің техникасы мен тактикасы Техника и тактика активных видов туризма Techniques and Tactics of Active Tourism	БП (ТК) БД (КВ) BD (UC)	TTAVT 1203-26 TTAVT 1203-26 TTAVT 1203-26	1	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service	1 + 2 + 0						Емтихан Экзамен Examination	Ауызша Устный Oral
	2	Спорттық туризм Спортивный туризм Sports Tourism		SpT 1203-26 SpT 1203-26 SpT 1203-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	15	30	0	15	90											
						/ /																			
Модуль / Module № 5	1	Сакралды туризм Сакральный туризм Sacred Tourism	БП (ТК) БД (КВ) BD (UC)	SKT 1204-26 SKT 1204-26 SKT 1204-26	1	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service	2 + 1 + 0						Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризм негіздері Основы туризма Basics of Tourism		OT 1204-26 OT 1204-26 OT 1204-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	30	15	0	15	90											
						/ /																			
Модуль / Module № 6	1	Туризм инфрақұрылымы Инфраструктура туризма Tourism Infrastructure	БП (ТК) БД (КВ) BD (UC)	IT 1205-26 IT 1205-26 IT 1205-26	2	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service		2 + 1 + 0					Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Мұражайтану Музееведение Museum Studies		Mzv 1205-26 Mzv 1205-26 Mzv 1205-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	30	15	0	15	90											
						/ /																			
Модуль / Module № 7	1	Жасанды интеллектке кіріспе (Minor) Введение в искусственный интеллект (Minor) Introduction to Artificial Intelligence (Minor)	БП (ТК) БД (КВ) BD (UC)	VII 2200-26 (Minor 1) VII 2200-26 (Minor 1) VII 2200-26 (Minor 1)	3	5		150	45	15	30		15	90	Барлық кафедралар Все кафедры All chairs			1 + 2 + 0				Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Қонажайлылық индустриясындағы әлеуметтік-мәдени қызмет Социально-культурный сервис в индустрии гостеприимства Social and Cultural Services in the Hospitality Industry		S-KSIG 2206-26 S-KSIG 2206-26 S-KSIG 2206-26																				
	3	Туризмдегі анимациялық қызмет Анимационная деятельность в туризме Animation Activities in Tourism		ADT 2206-26 ADT 2206-26 ADT 2206-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	15	30	0	15	90											
						/ /																			
Модуль / Module № 8	1	Турагенттер мен туроператорлардың қызметі Деятельность турагентов и туроператоров Activities of Travel Agents and Tour Operators	БП (ТК) БД (КВ) BD (UC)	DTT 2207-26 DTT 2207-26 DTT 2207-26	4	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service				1 + 2 + 0			Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туристік формальдықтар Туристские формальности Tourist Formalities		TF 2207-26 TF 2207-26 TF 2207-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	15	30	0	15	90											
						/ /																			
Модуль / Module № 9	1	Туристік бизнесті жоспарлау Планирование в туристском бизнесе Planning in Tourism Business	БП (ТК) БД (КВ) BD (UC)	PTB 2208-26 PTB 2208-26 PTB 2208-26	4	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service					2 + 1 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туристік бизнесті халықаралық реттеу Международное регулирование туристского бизнеса International Regulation of the Tourism Business		MRTB 2208-26 MRTB 2208-26 MRTB 2208-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	30	15	0	15	90											
						/ /																			
Модуль / Module № 10	1	Туризмде қауіпсіз қызмет көрсетуді қамтамасыз ету Обеспечение безопасного обслуживания в туризме Ensuring Safe Service in Tourism	БП (ТК) БД (КВ) BD (UC)	OBOT 2209-26 OBOT 2209-26 OBOT 2209-26	4	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service					2 + 1 + 0		Емтихан Экзамен Examination	Ауызша Устный Oral
	2	Мейрамхана ісіндегі стандарттау және сертификаттау Стандартизация и сертификация в ресторанном деле Standardization and Certification in the Restaurant Business		SSRD 2209-26 SSRD 2209-26 SSRD 2209-26																				
	3	Жасанды нейрондық желілерді әзірлеу (Minor) Разработка искусственных нейронных сетей (Minor) Development of Artificial Neural Networks (Minor)		RINS 3200-26 (Minor 2) RINS 3200-26 (Minor 2) RINS 3200-26 (Minor 2)																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	30	15	0	15	90											
						/ /																			
Модуль / Module № 11	1	Туризмдегі көпмәдениеттілік Мультикультурность в туризме Multiculturalism in Tourism	БП (ТК) БД (КВ) BD (UC)	MT 2210-26 MT 2210-26 MT 2210-26	4	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service					2 + 1 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризм саласындағы салааралық коммуникация Межотраслевая коммуникация в сфере туризма Intersectoral Communication in the Tourism Sector		MKST 2210-26 MKST 2210-26 MKST 2210-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	30	15	0	15	90											
						/ /																			
Модуль / Module № 12	1	Туристік қызметтердің сапасын басқару Управление качеством туристских услуг Quality Management of Tourism Services	БП (ТК) БД (КВ) BD (UC)	UKTU 3211-26 UKTU 3211-26 UKTU 3211-26	5	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service						1 + 2 + 0	Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туристік бизнестегі жарнамалық-ақпараттық қызмет Рекламно-информационная деятельность в туристском бизнесе Advertising and Information Activities in Tourism Business		RIDTB 3211-26 RIDTB 3211-26 RIDTB 3211-26																				
Барлығы модуль бойынша / Итого по модулю / Total for module						5		150	45	15	30	0	15	90											
						/ /																			
ь / Module № 13	1	Әлеуметтік сала және туризмнің микроэкономикасы Микроэкономика социальной сферы и туризма Microeconomics of the Social Sphere and Tourism	БеП (ТК) ПД (КВ)	MESST 2301-26 MESST 2301-26 MESST 2301-26	3	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис					2 + 1 + 0		Емтихан Экзамен	Жазбаша Письменный

Модуль	2	Туризм саласындағы құқықтық негіздер Правовые основы в сфере туризма Legal Framework in the Field of Tourism	PD (UC)	POST 2301-26 POST 2301-26 POST 2301-26										Туризм және сервис Туризм и сервис Tourism and service							Емтихан Экзамен Examination	Жазбаша Письменный Writing
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	30	15	0	15	90										
						/ /																	
Модуль / Module № 14	1	Туризмдегі түркіше іскерлік коммуникация (негізгі) Деловая коммуникация в туризме на турецком (базовый) Business Communication in Tourism in Turkish (Basic)	БеП (ТК) ПД (КВ) PD (UC)	DKTT 2302-26 DKTT 2302-26 DKTT 2302-26	4	5		150	45		45		15	90	Туризм және сервис Туризм и сервис Tourism and service				0 + 3 + 0			Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризмдегі іскерлік тәжірибедегі түрік тілі (негізгі) Турецкий язык в деловой практике туризма (базовый) Turkish Language in Business Tourism Practice (Basic)		TYəDPT 2302-26 TYəDPT 2302-26 TYəDPT 2302-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	0	45	0	15	90										
						/ /																	
Модуль / Module № 15	1	Туристік бизнестегі паспорттық-визалық құжаттама және сақтандыру Паспортно-визовая документация и страхование в туристском бизнесе Passport and Visa Documentation and Insurance in the Tourism Business	БеП (ТК) ПД (КВ) PD (UC)	P-VDSTB 3303-26 P-VDSTB 3303-26 P-VDSTB 3303-26	5	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service					1 + 2 + 0		Емтихан Экзамен Examination	Ауызша Устный Oral
	2	Туризм статистикасы Статистика туризма Tourism Statistics		ST 3303-26 ST 3303-26 ST 3303-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 16	1	Объектілерді басқарудағы жасанды интеллект (Minor) Искусственный интеллект в управлении объектами (Minor) Artificial Intelligence in Object Management (Minor)	БеП (ТК) ПД (КВ) PD (UC)	IIUO 3301-26 (Minor 3) IIUO 3301-26 (Minor 3) IIUO 3301-26 (Minor 3)	5	5		150	45	15	30		15	90	Барлық кафедралар Все кафедры All chairs					1 + 2 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Инклюзивті туризм Инклюзивный туризм Inclusive Tourism		IT 3304-26 IT 3304-26 IT 3304-26																			
	3	Экологиялық туризм Экологический туризм Ecological Tourism		ET 3304-26 ET 3304-26 ET 3304-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 17	1	Туризм саласындағы персоналды басқарудың заманауи технологиялары Современные технологии управления персоналом в туризме Modern Human Resource Management Technologies in Tourism	БеП (ТК) ПД (КВ) PD (UC)	STUPT 3305-26 STUPT 3305-26 STUPT 3305-26	5	5		150	45	30	15		15	90	Туризм және сервис Туризм и сервис Tourism and service					2 + 1 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризмдегі персонал менеджменті Менеджмент персонала в туризме Human Resource Management in Tourism		MPT 3305-26 MPT 3305-26 MPT 3305-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	30	15	0	15	90										
						/ /																	
Модуль / Module № 18	1	Санаторлық-курорттық бизнесті ұйымдастыру Организация санаторно-курортного бизнеса Organization of Sanatorium-and-Spa Business	БеП (ТК) ПД (КВ) PD (UC)	OSKB 3306-26 OSKB 3306-26 OSKB 3306-26	5	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service					1 + 2 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Туризм индустриясының теориясы мен әдістемесі Теория и методология индустрии туризма Theory and Methodology of the Tourism Industry		TMT 3306-26 TMT 3306-26 TMT 3306-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 19	1	Туризмдегі бухгалтерлік есеп және салық салу Бухгалтерский учет и налогообложение в туризме Accounting and Taxation in Tourism	БеП (ТК) ПД (КВ) PD (UC)	BUNT 3307-26 BUNT 3307-26 BUNT 3307-26	5	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service					1 + 2 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Халықаралық сапа стандарттары Международные стандарты качества International Quality Standards		MSK 3307-26 MSK 3307-26 MSK 3307-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 20	1	Халықаралық туризм тәуекелдері Риски международного туризма Risks of International Tourism	БеП (ТК) ПД (КВ) PD (UC)	RMT 3308-26 RMT 3308-26 RMT 3308-26	5	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service					1 + 2 + 0		Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Дүниежүзілік туристік аймақтар Всемирные туристские регионы World Tourism Regions		VTR 3308-26 VTR 3308-26 VTR 3308-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 21	1	Турлар мен маршруттарды құру технологиялары Технологии создания туров и маршрутов Technologies for Creating Tours and Routes	БеП (ТК) ПД (КВ) PD (UC)	TSTM 3309-26 TSTM 3309-26 TSTM 3309-26	6	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service						1 + 2 + 0	Емтихан Экзамен Examination	Жазбаша Письменный Writing
	2	Мейрамхана және мейманхана бизнесін ұйымдастыру Организация ресторанного и гостиничного бизнеса Organization of Restaurant and Hotel Business		ORGB 3309-26 ORGB 3309-26 ORGB 3309-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 22	1	Авиациялық туризм негіздері Основы авиационного туризма Fundamentals of Aviation Tourism	БеП (ТК) ПД (КВ) PD (UC)	OAT 3310-26 OAT 3310-26 OAT 3310-26	6	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service						1 + 2 + 0	Емтихан Экзамен Examination	Ауызша Устный Oral
	2	Туризмдегі логистика Логистика в туризме Logistics in Tourism		LT 3310-26 LT 3310-26 LT 3310-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
						/ /																	
Модуль / Module № 23	1	Туристік бизнестегі халықаралық брондау және резервтеу жүйелері Международные системы бронирования и резервирования в туристском бизнесе International Booking and Reservation Systems in the Tourism Business	БеП (ТК) ПД (КВ) PD (UC)	MSBRTB 3311-26 MSBRTB 3311-26 MSBRTB 3311-26	6	5		150	45	15	30		15	90	Туризм және сервис Туризм и сервис Tourism and service						1 + 2 + 0	Емтихан Экзамен Examination	Ауызша Устный Oral
	2	Туризмдегі брондау және резервтеу технологиялары Технология бронирования и резервирования в туризме Booking and Reservation Technologies in Tourism		TBRT 3311-26 TBRT 3311-26 TBRT 3311-26																			
Барлығы модуль бойынша / Итого по модулю / Total for module					5		150	45	15	30	0	15	90										
Модуль / Module № 24		Қорытынды аттестаттау Итоговая аттестация Final assessment	Қорытынды аттестация / Итоговая аттестация / Final assessment																				
	1				2	8		240												6 апта / недель / weeks			
Барлығы модуль бойынша / Итого по модулю / Total for module					132		240	0	0	0	0	0	0										
БАРЛЫҒЫ МОДУЛЬДАР БОЙЫНША / ИТОГО ПО МОДУЛЯМ / TOTAL FOR MODULES					240		3480	990	435	555	0	306	1944										

EXPERT OPINION

on the educational program of JSC "Kazakh University of Technology and Business named after K. Kulazhanov"
"6B11127 Tourism"
in the field of training "6B111 Service Industry"

The reviewed educational program "6B11127 Tourism" has been developed in accordance with the State Mandatory Standard of Higher Education in the field of training "Service Industry" and complies with the requirements of the regulatory legal acts of the Republic of Kazakhstan, including the provisions of the National and Sectoral Qualifications Frameworks.

The main purpose of the educational program is to train qualified specialists possessing modern knowledge, professional competencies, and practical skills in the field of tourism, capable of effectively carrying out professional activities in the context of the development of domestic, inbound, and international tourism. The program is aimed at forming competencies in the organization of tourism activities, service management, tourism product development, service quality assurance, and the application of modern technologies in professional activities.

A distinctive feature of the educational program is its practice-oriented focus, compliance with modern trends in the development of the tourism industry, as well as regular updating of the content taking into account labor market demands and employers' recommendations. The structure of the program includes general education, basic, and specialized modules comprising compulsory disciplines and elective courses. The educational process is implemented on the basis of a credit-based learning system ensuring academic mobility, transparency of the educational trajectory, and objectivity in assessing learning outcomes.

Special attention within the educational program is paid to the practical training of students, the development of analytical, communicative, and managerial skills, as well as the formation of professional responsibility and the ability to adapt to modern changes in the fields of tourism and service.

As part of the updating of the educational program, disciplines aimed at developing students' professional, managerial, research, and digital competencies have been introduced. The discipline "Introduction to the Specialty" is aimed at forming the practical foundations of professional activity in the field of tourism and international tourism and familiarizes students with the structure of the tourism industry, the principles of tourism product development, and the operational specifics of tourism infrastructure enterprises.

The discipline "Modern Human Resource Management Technologies in Tourism" reflects modern approaches to HR management in the tourism industry and contributes to the development of personnel management skills, corporate culture formation, and assessment of the human resource potential of service sector organizations.

The discipline "Fundamentals of Aviation Tourism" is of particular relevance under modern conditions. Its content is aimed at studying the organization of tourism products using air transportation, the interaction of tourism organizations with airlines, and the specifics of aviation services. The inclusion of this discipline makes it possible to take into account modern trends in the development of international and domestic tourism closely related to the transport accessibility of tourist destinations.

An important direction in updating the educational program is the introduction of the discipline "Fundamentals of Scientific Research in the Service Sector Using Artificial Intelligence", aimed at developing students' research skills, mastering data analysis methods, and applying artificial intelligence tools in professional and scientific activities. This contributes to the formation of modern digital competencies that are in demand in the context of the transformation of the service sector and the tourism industry.

The content of the educational program meets modern requirements of the tourism industry and ensures comprehensive training of students. The program is focused on the formation of professional, communicative, analytical, and digital competencies necessary for successful activity in various segments of the tourism business.

Based on the analysis of the structure, content, and list of disciplines of the educational program, it can be concluded that it demonstrates methodological integrity, consistency, and practical orientation. The content of the program enables students to master both fundamental theoretical foundations and practical tools necessary for future professional activities in the fields of tourism and service.

The educational program takes into account modern trends in the development of the tourism industry, digitalization processes, increasing requirements for service quality, and the need to train specialists capable of working effectively under conditions of high competition and dynamic development of the service sector.

General conclusion:

The educational program "6B11127 Tourism" of JSC "Kazakh University of Technology and Business named after K. Kulazhanov" fully complies with the requirements of state educational standards and regulatory documents in the field of education. The program is distinguished by a clear structure, balanced content, and a high degree of professional orientation. The content of the educational program has been updated taking into account modern trends in the development of the tourism industry, digitalization processes, and labor market requirements. The program ensures the training of bachelors capable of working effectively in various segments of the tourism industry, including domestic, inbound, and international tourism.

The educational program is recommended for further implementation in the educational process and may be used for training qualified personnel in the field of tourism.

Director of the Corporate Foundation
"Туристік Қамқор" A.B. Yessilov

EXPERT OPINION

on the educational program 6B11127 "Tourism"

of JSC "K. Kulazhanov Kazakh University of Technology and Business"

The educational program 6B11127 "Tourism" represents a modern and relevant model for training specialists in the field of tourism and services, taking into account current changes in the international tourism market, the processes of digital transformation, and the growing requirements for the professional competencies of graduates.

An analysis of the content of the educational program demonstrates that the program is focused not only on the formation of fundamental professional knowledge in the field of tourism, but also on developing students' ability to adapt to dynamic changes in the industry, work in a multicultural environment, use modern digital tools, and make professional decisions under conditions of high competition.

The structure of the educational program demonstrates a systematic and interdisciplinary approach to specialist training. The program combines managerial, economic, service-oriented, communicative, and research areas of training, which corresponds to modern trends in the development of the international tourism industry.

A positive feature of the educational program is its orientation toward the practical application of knowledge and the development of applied professional skills. The content of the program covers issues of tourism management, marketing, organization of tourism activities, international cooperation, service quality management, tourism safety, logistics, hotel operations, and service activities.

Special attention should be paid to the integration of modern digital and intelligent technologies into the educational process. The program reflects current areas related to the digitalization of the tourism industry, the use of international booking and reservation systems, data analysis, the application of artificial intelligence technologies, and the development of students' research competencies. This increases the competitiveness of graduates and corresponds to current labor market requirements.

It should be noted that the educational program takes into account global trends in the development of sustainable, ecological, inclusive, and cultural tourism. The content of the training demonstrates attention to issues of intercultural communication, international cooperation, sustainable development of tourist destinations, and ensuring the quality of tourism services.

An important advantage of the program is its focus on the development of soft skills, professional mobility, and the ability for continuous professional growth. Student training is aimed at developing analytical thinking, communication abilities, managerial skills, and professional responsibility.

The educational program complies with modern requirements of the higher education system and provides comprehensive training for specialists in various areas of the tourism industry. The content of the program is characterized by relevance, consistency, and practical significance, and also meets modern international approaches to specialist training in the field of tourism and services.

General conclusion:

The educational program 6B11127 "Tourism" of JSC "K. Kulazhanov Kazakh University of Technology and Business" meets modern requirements for the training of specialists in the field of tourism and services. The program has a high level of academic and practical content, is focused on the development of students' professional, digital, and research competencies, and takes into account modern trends in the development of the international tourism industry.

The educational program may be recommended for further implementation in the educational process and for the training of competitive specialists in the field of tourism.

DEMBEY TALENT METRICS (www.hrmim.com)
(Company name)

Chief Solution Officer
(Position)

Timugin Dis
(Full Name)

Signature, Seal

TURİZM OTEL YÖNETİCİLERİ DERNEĞİ
TOURISM HOTEL MANAGERS ASSOCIATION

International Academic Advisor Confirmation/ Шетелдік кеңесшінің қатысуы/ Участие зарубежного консультанта

Educational Program/ Білім беру бағдарламасы/ Образовательная программа	6B11127 Tourism/ 6B11127 Туризм/ 6B11127 Туризм
Level/ Дәрежесі/ Уровень	Bachelor/Бакалавр/Бакалавр
International Academic Advisor/ Шетелдік академиялық кеңесші/ Зарубежный консультант	Tayfun SANCAR
Position/ Лауазымы/ Должность	Chairman of the Board
Company Name/ Компания атауы / Компания	Turkish Hotel Managers Association
Country/ Ел/ Страна	Turkey, Istanbul

Approved/ Келісілді/ Согласовано

The educational program has been reviewed and approved. The updated content of the educational program, the sequence of courses, and the revised learning outcomes (LO) have been developed in accordance with modern academic approaches.

Білім беру бағдарламасы қарастырылып, келісілді. Білім беру бағдарламасының жаңартылған мазмұны, пәндерді оқу реттілігі және жаңартылған оқу нәтижелері (ОН) заманауи академиялық тәсілдерге сәйкес әзірленді.

Образовательная программа рассмотрена и согласована. Актуализированное содержание образовательной программы, последовательность изучения дисциплин и обновленные результаты обучения (РО) сформированы с учетом современных академических подходов.

TUROYD
Turizm Otel Yöneticileri Derneği
Altunizade Mh. Oymacı Sk. No-18/1
Üsküdar/İSTANBUL
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International Academic Advisor/ Шетелдік академиялық кеңесші/ Зарубежный консультант — Tayfun SANCAR

(Signature/ Қолы/ Подпись)

Seal/ МО/ МП