




MINISTRY OF EDUCATION AND SCIENCE
REPUBLIC OF KAZAKHSTAN
NJSC KAZAKH ACADEMY OF SPORT AND TOURISM

Approved

at the meeting of the Academic Council
NJSC Kazakh Academy of Sports and Tourism
Protocol no. 10 from "26" 05 2023 year
Chairman of the US, President, Professor



Zakiryanov K.K.

EDUCATIONAL PROGRAM

Code and name: 6B11101 – Tourism

Level of training: Bachelor's degree

Code and classification of education	6B11 - Services
Code and classification of	6B111 – Service sector
Educational program group	B091 – Tourism
Educational program	6B11101 – Tourism



ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
KAZAKH ACADEMY OF SPORT AND TOURISM

КЕҢЕСШІ - ЖҰМЫС БЕРУШІЛЕР / КОНСУЛЬТАНТЫ – РАБОТОДАТЕЛИ
/ CONSULTANTS - EMPLOYERS

Туризм ҒЗИ директоры / Директор НИИ
туризма/ Director of the Research Institute for
Tourism

«BASTAU» туристік компаниясының
директоры / Директор туристской компании
"BASTAU"/ Director of the tourist company
«BASTAU»

«EVISA TRAVEL» ЖШС туристік
компаниясының директоры/ Директор
туристской компании ТОО «EVISA
TRAVEL» /Director of the tourist company
LLP «EVISA TRAVEL»



Еспенбетов Н.С.

Батырбеков Н.Н.

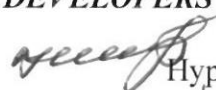


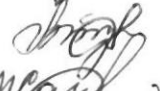
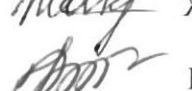



Миниханова С.В.



ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
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KAZAKH ACADEMY OF SPORT AND TOURISM

ӘЗІРЛЕУШІЛЕР/ РАЗРАБОТЧИКИ / DEVELOPERS

ОӘЖ жөніндегі проректоры / Проректор по УМР / Vice-
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ТФ декан / Декан ФТ / Dean of FT
Туризм және сервис кафедрасының м.а. / И.о. зав.
кафедрой туризма и сервиса / And about. head Department
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Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
prof.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
prof.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
prof.
2 курс магистранты / магистрантка 2-го курса / 2nd year
master's student
4 курс студенті / студентка 4-го курса / 4th year student

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 Омарова Н.А.
 Тульбаева А.Т.
 Жаксыбекова Д.К.
 Кадырбекова Д.С.
 Токтиева А.О.
 Цымбалова З.И.









**СТУДЕНТТЕРДІҢ ӨКІЛДЕРІ/ПРЕДСТАВИТЕЛИ СТУДЕНЧЕСТВА /
STUDENT REPRESENTATIVES**

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самоуправления "Альянс студентов" / Chairman of student self-
government body "Alliance of Students"

 Абдикеримкызы М.

КЕЛІСІЛДІ/СОГЛАСОВАНО/AGREED

ОБ жетекшісі/ Руководитель УУ/Head of educational department
ОР жетекшісі /Руководитель ОР / Head of registry Department
Әлеуметтік-гуманитарлық пәндер кафедрасы/Кафедра
социально-гуманитарных дисциплин/ Department of Social and
Humanitarian Disciplines
Анатомия, физиология және спорт медицина кафедрасы/
Кафедра анатомии, физиологии и спортивной медицины/
Department of Anatomy, Physiology and Sports Medicine
ДШЖС теориялық негіздері кафедрасы /Кафедра теоретических
основ ФКиС/ Department of Theoretical Foundations of Physical
Culture and Sports
Гимнастика және жүзу кафедрасы/ Кафедра гимнастики и
плаванія/ Department of gymnastics and swimming
Қазақ, орыс және шет тілдер кафедрасы/Кафедра казахского,
русского и иностранных языков/ Department of Kazakh, Russian
and Foreign Languages
Спорттық ойындар кафедрасы/ Кафедра спортивных игр/
Department of Sports Games

 Тулеугалиева С.С.
 Калабаева А.К.
 Ибраимова А.А.
 Кисебаев Ж.С.
 Белегова А.А.
 Ермаханова А.Б.
 Болтаева Г.А.
 Кефер Н.Э.



**ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
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ЭКСПЕРТТЕР/ЭКСПЕРТЫ/EXPERTS

Қазақстан туристік қауымдастығы (ҚТА) /
Казахстанская туристская ассоциация (КТА) /
Kazakhstan tourism association (KTA)



Шайкенова Р.Р.

Қазақстан қонақ үйлері мен мейрамханалары
қауымдастығы (ҚҚЖМҚ) / Казахстанская
ассоциация гостиниц и ресторанов (КАГиР) /
Kazakhstan Association of Hotels and Restaurants
(KAGiR)



Ходоровская Т.Г.



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The educational program was reviewed and recommended at the meetings of the EMB faculties:

Protocol no. 4 of "19" 03 2023 years

Chairman of the EMB and TF

Session EMA KazAST

Protocol № 6 from "26" 04 2023 goda

Агелеуова А.Т.

APPROVED by the decision of EA KazAST

Protocol no. 10 of "26" 05 2023 years



ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
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NORMATIVE LEGAL DOCUMENTS:

Law of the Republic of Kazakhstan No. 319-III of July 27, 2007	«On Education»
Order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152, as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated April 4, 2023 No. 145	On approval of the Rules for organizing the educational process on credit technology of education in organizations of higher and (or) postgraduate education.
Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 No. 569	On the approval of the Classifier of training areas with higher and postgraduate education
Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595 as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated 02.08.2023 No. 379	On approval of the Standard Rules for the activities of organizations of higher and postgraduate education
Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 N 2., as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated January 19, 2023 No. 21	On approval of state compulsory standards of higher and postgraduate education
Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated October 12, 2022 No. 106.	On approval of the Rules for maintaining the register of educational programs implemented by organizations of higher and (or) postgraduate education, as well as the grounds for inclusion in the register of educational programs and exclusion from it
Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated May 4, 2023 No. 601 n/k	Guidelines for the development of EP of higher and postgraduate education of the Ministry of Education and Science of the Republic of Kazakhstan.
Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k	Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k
Appendix 2 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k	User's GUIDE for submitting applications for updating educational programs in the Registry
Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 3 dated January 17, 2017 and No. 262 dated December 26 twothousandnineteen	Professional standard "Tourism" and "RDGB"



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TERMS AND DEFINITIONS:

Classifier of areas of training of personnel with higher and postgraduate education (hereinafter-the Classifier of areas of training of personnel)	A document that establishes the classification and coding of areas of training of personnel with higher and postgraduate education and is used for the implementation of educational programs of higher and postgraduate education;
Register of educational programs	The information system "Unified Higher Education Management System" (hereinafter referred to as the information system) of the authorized body in the field of education, which includes a list of educational programs developed by organizations of higher and (or) postgraduate education
Educational program	A single set of basic characteristics of education, including the goals, results and content of training, the organization of the educational process, methods and methods of their implementation, criteria for evaluating learning outcomes
The main educational program (Major)	An educational program defined by the student for study in order to form key competencies
Additional educational program (Minor)	A set of disciplines and (or) modules and other types of academic work defined by the student for study in order to form additional competencies
Current educational program	The educational program of the university, according to which the training was carried out, and at least one graduation of specialists with higher and postgraduate education was carried out at the university
New educational program	An educational program, according to which, prior to its introduction into the Register, personnel training was not carried out at the university
Innovative educational program	The educational program of the university, which has no analogues in the Republic of Kazakhstan, is put into effect for the first time
Descriptors	Description of the level and scope of knowledge, skills, skills and competencies acquired by students upon completion of the study of the educational program of the corresponding level (stage) of higher and postgraduate education, based on the results of training, formed competencies and academic credits
Competencies	The ability to use the knowledge, skills and abilities acquired in the course of training in professional activities in practice
Learning outcomes	The amount of knowledge, skills, and skills acquired and demonstrated by students on the development of the educational program, as well as the values and attitudes formed, is confirmed by the assessment
Quality in higher education	Multidimensional characteristics of higher education,

	covering the correspondence of educational outcomes, training processes and institutional systems to the current goals and needs of society, the state and the individual
Interdisciplinary approach	A method of expanding the scientific worldview, which consists in considering a particular phenomenon, not limited to the framework of any one scientific discipline
Modular training	A method of organizing the educational process based on the modular construction of the educational program, curriculum and academic disciplines
The standard curriculum (further TSC)	An educational document developed by OVPO independently on the basis of the educational program and individual curricula of students
Individual curriculum	The curriculum formed for each academic year by students independently with the help of an adviser based on the educational program and the catalog of elective disciplines
Curriculum of the discipline (Syllabus)	A program that defines for each academic subject, each academic discipline and (or) module the content and scope of knowledge, skills, skills and competencies to be mastered
Required component	The list of academic disciplines and the corresponding minimum amounts of academic credits established by the SES, and studied by students on a mandatory basis in the program of study
University component	The list of academic disciplines and the corresponding minimum amounts of academic credits determined by the university independently for the development of the educational program
Component of choice	The list of academic disciplines and the corresponding minimum volumes of academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-prerequisites
Bachelor course	The level of higher education aimed at training personnel with the award of a bachelor's degree in an appropriate educational program with the mandatory acquisition of at least 240 academic credits;
Magistracy	The level of postgraduate education aimed at training personnel with the award of a master's degree in the relevant educational program with the mandatory development of at least 60-120 academic credits
Doctoral studies	Postgraduate education, the educational programs of which are aimed at training personnel for scientific, pedagogical and (or) professional activities, with the award of the degree of Doctor of Philosophy (PhD) (doctor in the profile) with the mandatory development of at least 180 academic credits
European Credit Transfer and Accumulation System (ECTS)	The method of transferring loans received by a student abroad into loans that are credited for obtaining a degree upon their return to their educational

	organization, as well as the accumulation of loans within the framework of educational programs
Dual training	OHPE, introducing elements of the dual training system, carry out planning and organization of educational activities based on a combination of theoretical training with practical training in the workplace. At the same time, it is necessary to master at least 30% of the discipline's teaching material directly at the workplace (technological process, creative activity process, financial and economic processes, psychological and pedagogical process).v
Graduate work	The final work, which is a generalization of the results of the student's independent study of an actual problem corresponding to the profile of the educational program
Graduation project	The final work of the student, which is an independent solution of applied problems corresponding to the profile of the educational program, performed using project approaches and (or) in the form of preparation of business projects, models, as well as creative projects and other projects
Final certification of students	The procedure carried out in order to determine the degree to which they master the scope of academic disciplines and (or) modules and other types of educational activities provided for by the educational program in accordance with the state mandatory standard of the appropriate level of education
Educational achievements of students	Knowledge, skills, skills and competencies of students acquired by them in the learning process and reflecting the achieved level of personal development



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SYMBOLS AND ABBREVIATIONS

MSHE RK	Ministry of Science and Higher Education of the Republic of Kazakhstan
HEI	Higher education institution
NJSC	Non-profit joint stock Company
KazAST	Kazakh Academy of Sports and Tourism
EP	Educational program
GES	General education subjects
BD	Basic disciplines
PD	Profile disciplines
RC	Required component
UC	University component
CC	Component of choice
OHPE	Organization of higher and postgraduate education

GENERAL INFORMATION ABOUT THE KAZAKH ACADEMY OF SPORTS AND TOURISM

INTRODUCTION

The history of the Kazakh Academy of Sports and Tourism (formerly the Kazakh Institute of Physical Culture) begins on November 14, 1944. Over the years, the university has trained more than 30,000 highly qualified specialists in physical culture and sports, including about 4,000 masters of sports and masters of sports of international class, more than 100 world champions, 550 honored coaches of the USSR and Kazakhstan, more than 200 doctors and candidates of sciences, honored teachers and excellent students of public education.

Many students, and now graduates of KazAST, took part in the Olympic Games of different years, won medals of various denominations. The pride of the Academy is its graduates – champions and prize-winners of the Olympic Games: Zhaksylyk Ushkempirov (Greco-Roman wrestling); Anatoly Kolesov (Greco-Roman wrestling); Daulet Turlykhanov (Greco-Roman wrestling); Viktor Mineev (modern pentathlon); Valery Kravchenko (volleyball); Nina Smoleeva (volleyball); Valery Ryazantsev (Greco-Roman wrestling); Nelly Kim (gymnastics); Anatoly Bykov (Greco-Roman wrestling); Shamil Serikov (Greco-Roman wrestling); Elena Chebukina (volleyball); Olga Krivosheeva (volleyball); Valery Liukin (gymnastics); Vladimir Novikov (gymnastics); Valery Tikhonenko (basketball); Evgeny Yarovenko (football); Anatoly Khrapaty (weightlifting); Vitaly Savin (track and field); Irina Gerlits (basketball); Vladimir Smirnov (cross-country skiing); Alexander Parygin (modern pentathlon); Olga Shishigina (track and field); Ermakhan Ibrahimov (boxing); Bakhtiyar Artayev (boxing); Bakhyt Sarsekbayev (boxing); Ilya Ilyin (weightlifting); Olga Rypakova (track and field); Denis Ten (figure skating), Nijat Rakhimov (weightlifting).

KazAST is a recognized center for training scientific and pedagogical personnel in physical culture and sports. During the Soviet era, KazIFK hosted major all-Union scientific conferences and symposiums. The Academy is the founder and the leading university among the CIS countries in the development of problems related to the use of mountain conditions in the system of training athletes. Today, the academy is a modern university in the country, where all conditions are created for high-quality training of specialists and professional growth of the teaching staff. The Academy has a system of continuing education: type-bachelor's degree – master's degree-doctoral degree. The educational process is carried out according to the credit technology of training.

The Academy is a developer of state educational standards for the OP "Physical Culture and Sport". On the basis of KazAST, the Republican educational and Methodological section of the educational programs "Physical Culture and Sport" functions. In 2005, the Kazakh Academy of Sports and Tourism established a research institute of sports. In recent years, the international reputation of KazAST has grown significantly. The Academy hosts international scientific congresses "Modern

Olympic Sports and sports for all".

At the initiative of the Academy in 2009, the International Association of Universities of Physical Culture was established, whose members are 46 leading foreign universities, and its first head was elected President KazAST Zakiryanov K. K., Honored Worker of the Republic of Kazakhstan, Candidate of Physical and Mathematical Sciences, Doctor of Pedagogical Sciences, Professor of Mathematics, Academician of the Petrovsky Academy of Sciences and Arts (St. Petersburg), the International Academy of Sciences of Higher Education.

Kazakhstan's student sports, headed by the academy, has been raised to a high international level. Graduates of the academy are Olympic champions (57 medals, 29 of them gold). Student-athletes of the academy form the basis of the national student team of Kazakhstan. During the period of Independence of the state, students at the World University Games won 28 gold, 45 silver and 47 bronze medals.

2019 was the anniversary year for the Academy of Sports and Tourism. The Academy is 75 years old.

Dissertation councils were opened on the educational program (OP) 6D010800– «Physical culture and sports» by order No. 393 of April 12, 2019 and on the educational program 6D090200 – «Tourism» by order No. 520 of July 2, 2019.

On July 2, 2015, in the South Korean city of Gwangju, the International University Sports Federation (FISU) presented KazAST with the "BEST UNIVERSITY"award.

In 2019, the Academy successfully passed specialized and institutional accreditation for a period of 5 years (24.05.2019-23.05.2024) of the Independent Accreditation and Rating Agency (IARA). Integration into the global educational space, training of competitive specialists, strengthening of international relations are priority areas in the activities of the Academy.

GENERAL CHARACTERISTICS OF THE EDUCATIONAL PROGRAM

1.1 Goals and objectives of the educational program 6B11101 - "Tourism"

The educational program (EP) of the bachelor's degree 6B11101 - "Tourism" correlates with the mission, goals and objectives of the academy for integration into the world educational space and the trends of industrial and innovative development of the Republic of Kazakhstan. It is formulated taking into account the content of the State Compulsory Standard of Higher Education, the requirements and requests of potential consumers.

The purpose of the educational program "Tourism" is to train highly qualified tourist personnel who own the basics of science, knowledge in the field of modern innovative technologies, capable of carrying out professional activities aimed at improving the tourism and hospitality industry, ensuring state regulation of the tourism industry, organizing and planning preventive and search and rescue works in tourism activities, as well as other areas of human activity, directly or indirectly related to tourism.

The objectives of the educational program "Tourism"

- improvement of the structure, content, technology of tourism education;
- ensuring the connection of the system of tourism education with scientific, technological and innovation policy;
- formation of social and personal qualities of students: love for their profession, purposefulness, organization, diligence, responsibility, patriotism, citizenship, tolerance, ability to build communications, increasing their general culture, creative thinking, etc.;
- strengthening the methodological and methodological content of tourism education, which allows the graduate to have universal, scientific and subject-specialized competencies that contribute to his social mobility and stability in the labor market.

A bachelor in the educational program "Tourism" must solve the following professional tasks:

- long-term and current planning of tourism activities, taking into account changes in the socio-political and socio-economic situation in the Republic of Kazakhstan and abroad;
- development and promotion of new types of tourist services; organization of accounting and control in order to optimize the management process;
- management of work on the provision of tourist services in various areas of the tourism business; conducting marketing research in order to increase effective tourist sales;
- organization of preventive measures for the safety of tourism activities;
- innovative activity in the field of tourist traffic management.

The main strategic direction of the EP is determined by competencies, implemented by graduates in the course of their work and provides consumers with information about the areas of professional training, program profiles and types of professional activities for which bachelor's graduates are preparing.

The formation of the goals of educational programs, taking into account the development of the economy and the needs of the labor market, is ensured in two directions: the fulfillment of the requirements of standard curricula of EP disciplines and the implementation of the university component, which is formed taking into account the modern requirements of the SES and the demand of employers.

KazAST aims to implement a set of measures to improve the quality of training of tourist personnel, allowing it to effectively implement its professional knowledge and practical skills in accordance with the strategic goals of the state in the field of tourism.

1.1 Main indicators of EP. The normative term for mastering the undergraduate

educational program "Tourism" is 4 years / 3 years (for full-time education). The program is built on a budgetary and paid basis, is practice-oriented, is taught in the state, Russian languages with the inclusion of disciplines taught in English in the basic curriculum. Qualification awarded: Bachelor of Services in the educational program "Tourism".

1.2

D

Description of the content, scope, object, subject and functions of the professional activity of the graduate of the EP "Tourism"

The content of the professional activity of a specialist in the field of tourism includes organizing and improving the process of managing tourism enterprises and organizations in the conditions of the formation of the tourism industry in Kazakhstan, studying and promoting the tourism opportunities of our country and the foreign market of tourism services in order to optimize the system of current and long-term planning, the introduction of innovative methods of tourism services and information technologies, improving the quality of the tourist product, the production of a national tourist product that contributes to the development of domestic and inbound tourism, including active and sports tourism with an emphasis on the organization, development and promotion of youth tourism.

The area of professional activity of a graduate of the educational program "Tourism" is the tourism and hospitality industry, as well as science, education, government regulation and other areas of human activity, directly or indirectly related to tourism.

The objects of professional activity of the EP "Tourism":

- government bodies related to the organization of tourism; public and private companies involved in the tourism business;
- tourism consulting companies; marketing services of tourist enterprises;
- tourism infrastructure facilities; educational institutions that train mid-level specialists in tourism;
- research organizations involved in studying the problems of tourism development;
- advertising agencies engaged in the promotion of tourist services to the domestic and foreign markets;
- Grad school in EP 7M11101 "Tourism";
- organization of the system of the Ministry of Emergency Situations.

The subject of professional activity is the planning and implementation of tourism activities in the tourism market, as well as market processes and phenomena associated with it.

Bachelors of the EP "Tourism" can perform the following types of professional activities:

- organizational and managerial;
- production and technological;
- service and operational;
- research;
- educational;
- tourist and recreational;
- preventive and search and rescue.

Functions of professional activity:

- an objective assessment of the current state of the tourism industry, including material and staffing, as well as reasonable forecasting of the development of the tourism market in their own country and abroad;
- identification of promising areas of tourism activities;
- development and implementation of effective programs of tourist-excursion and hotel services, both social and commercial, that can satisfy the tourist and recreational needs of customers and ensure real profit for the structure in which the manager works;
- organization of production, economic, advertising, information and other activities in the

system of tourist services;

- implementation of a quality management system at a tourist enterprise in order to improve the quality of service for domestic and foreign tourists;
- ensuring the safety of tourist travel;
- marketing research of the tourist market in order to improve the efficiency of the tourist enterprise (organization), attract investment, expand the service sector, etc.;
- the use of the state, Russian, English (and preferably another European or Asian) language in professional activities, including fluency in special tourist and excursion terms.

The goals and objectives of the educational program are consistent with the mission and strategy of the academy. The educational program 6B11101 - "Tourism" meets the requirements for the level of training of students, which are determined on the basis of the Dublin descriptors of the first level of higher education (bachelor's degree) and reflect the acquired competencies, expressed in the achieved learning outcomes.

The learning outcomes are formed both at the level of the entire educational program 6B11101 - "Tourism", and at the level of individual modules and academic discipline.

The descriptors of the educational program 6B11101 - "Tourism" reflect the learning outcomes that characterize the abilities of students:

1) demonstrate knowledge and understanding in the field of study, based on advanced knowledge in the field of tourism;

2) apply knowledge and understanding at a professional level, formulate arguments and solve problems in the field of tourism;

3) to collect and interpret information for the formation of judgments, taking into account social, ethical and scientific considerations;

4) apply theoretical and practical knowledge to solve educational, practical and professional tasks in the field of tourism;

5) learning skills necessary to independently continue further education in the field of tourism;

6) know the methods of scientific research and academic writing
apply them in the field of tourism;

7) apply knowledge and understanding of facts, phenomena, theories and complex dependencies between them in the field of tourism;

8) understand the importance of the principles and culture of academic integrity.

Theoretical training, including the study of general education, basic and major disciplines:

- the goals of the block of general education disciplines (GED) are: mastering the humanitarian culture, ethical and legal norms that regulate attitudes towards a person, society, the environment, a culture of thinking and a healthy lifestyle.

Upon completion of the study of the mandatory disciplines of the GED cycle, the student will be able to:

1) evaluate the surrounding reality on the basis of worldview positions formed by knowledge of the foundations of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical knowledge;

2) interpret the content and specific features of the mythological, religious and scientific worldview;

3) to argue their own assessment of everything that happens in the social and industrial spheres;

4) to show a civil position based on a deep understanding and scientific analysis of the main stages, patterns and originality of the historical development of Kazakhstan;

5) use the methods and techniques of historical description to analyze the

causes and consequences of events in the modern history of Kazakhstan;

6) evaluate situations in various areas of interpersonal, social and professional communication, taking into account basic knowledge of sociology, political science, cultural studies and psychology;

7) synthesize knowledge of these sciences as a modern product of integrative processes;

8) use scientific methods and techniques for researching a specific science, as well as the entire socio-political cluster;

9) develop their own moral and civic position;

10) operate with public, business, cultural, legal and ethical norms of the Kazakhstani society;

11) demonstrate personal and professional competitiveness;

12) apply in practice knowledge in the field of social and humanitarian sciences, which has world recognition;

13) carry out the choice of methodology and analysis;

14) summarize the results of the study;

15) synthesize new knowledge and present it in the form of humanitarian socially significant products;

16) engage in communication in oral and written forms in Kazakh, Russian and foreign languages to solve problems of interpersonal, intercultural and production (professional) communication;

17) to carry out the use of language and speech means on the basis of a system of grammatical knowledge; analyze information in accordance with the communication situation;

18) evaluate the actions and deeds of communication participants.

19) use in personal activities various types of information and communication technologies: Internet resources, cloud and mobile services for searching, storing, processing, protecting and disseminating information;

20) build a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full-fledged social and professional activities through the methods and means of physical culture.

The disciplines of the GED cycle are interdisciplinary in nature.

The goals of the block of basic disciplines (BD) are: obtaining a full-fledged and high-quality higher basic education, professional competence in organizational and managerial, experimental research, research areas in the profile of the EP.

The goals of the block of major disciplines (MD) are: the possession of creative skills of productive activity, the ability to self-realize creative potentials on the way to higher achievements, the possession of skills of self-education, self-organization and self-control and competence in the professional field.

The implementation of the goals is achieved by studying the disciplines, the list of which is indicated in the modular educational program and disclosed in the catalog of elective disciplines.

The programs of disciplines and modules of the BD and MD cycles are interdisciplinary and multidisciplinary in nature, providing training at the intersection of a number of areas of knowledge.

The formed learning outcomes of the educational program are formulated by the graduating departments together with employers in accordance with professional standards and reflect the model of the graduate, which are given in the educational program.

Alums who have completed the educational program 6B11101 - "Tourism" in full, have the opportunity to continue their education in the educational program of postgraduate (master's) and additional professional education.

II STRUCTURE OF THE EDUCATIONAL PROGRAM

2.1 Outcomes for the educational program

Learning Outcomes	Learning Outcomes (LO)	Descriptors
LO1	Determine the main stages and patterns of the historical development of Kazakhstan, apply philosophical, socio-political, psychological knowledge in understanding socio-political processes and the formation of one's worldview positions, providing scientific understanding of the natural and social world by methods of scientific and philosophical knowledge.	D8
LO2	Use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the knowledge of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian and foreign languages.	D1
LO3	Interpret data on the regional development of Kazakhstan, its cultural diversity, a complex of natural and anthropogenic tourism objects in order to form a tourist product, excursion and tourist and local history routes, animation projects and innovative services, taking into account modern quality requirements, international regulatory documents, and the legislative framework of the Republic Kazakhstan and the Global Code of Ethics for Tourism.	D4
LO4	Analyze the historical stages, processes and principles of the formation of world and national tourist centers, as well as associations in order to predict changes in international and regional tourist flows, create and promote new tourist routes, tourism products and destinations for domestic, outbound and inbound tourism.	D4
LO5	Apply the principles of strategic planning, economic control, accounting and business management in organizing, coordinating and conducting tour operator activities, creating tourist services using charter flights, developing inbound, outbound and domestic tours, searching, selecting, analyzing, booking and selling cruises, as well as visa processing and health insurance, in accordance with the international and national regulatory framework for tourism.	D3
LO6	Develop innovative projects, programs and concepts for tourism, business, sports, entertainment and educational events, manage its implementation with marketing research, budgeting and advertising, risk forecasting and monitoring of the results obtained.	D5
LO7	Create excursion routes taking into account the regional characteristics of the country, its resource diversity of natural, cultural, historical, archaeological, architectural, religious and other objects of local history, museum, excursion orientation with the accompaniment of individuals or groups of persons on trips when sightseeing, excursions and related services in compliance with the norms and rules of safety measures for tourists.	D4

LO8	Make up various types of tours with comprehensive training of the leader (instructor) and participants of the tourist trip, taking into account age categories (children, youth, adults, etc.), selection of the necessary equipment, equipment and food, registration of the tourist route and escort of the tourist group on the tourist route with implementation of the principles of security, physical, moral and psychological self-improvement and the development of technical and tactical skills in active types of tourism in the conditions of modern society, state policy, national unity, intercultural harmony in order to counter illegal and corrupt actions, through the methods of physical culture, environmental education and research activities.	D4
LO9	Own the techniques and methods of working with personnel, ways to improve the quality of labor productivity in the conditions of the modern tourism market, and also contribute to the adoption of managerial decisions for tourism and excursion enterprises, taking into account professional ethical standards and production etiquette.	D4
LO10	Assess the tourist and recreational potential of destinations in order to develop and promote priority areas in the field of tourism (health, sports, museum, medical, business, etc.), taking into account the infrastructure and transport and communication base of tourism as the basis for creating new tourist routes outbound and inward tourist flows.	D3
LO11	Apply the basics of management activities when organizing corporate ground services in the hospitality industry: booking hotels and restaurants, transfers, car rental, a VIP lounge at the airport, issuing an insurance policy and other services necessary for the implementation of a tourist product.	D1 D2 D4 D6
LO12	Compile innovative tourist travel programs, tourist products, sightseeing routes and projects in various areas (business, cultural, sports, medical and recreational, event, ethnographic tourism, etc.) using new information, search and GIS technologies, forming a base of scientific and research activities of students in order to create competitive advantages for domestic and outbound tourism of the Republic of Kazakhstan.	D2 D4

2.2 Information about the disciplines

Name of module	Module Learning Outcomes	Name of the discipline	Short description of the discipline	Number of credits	Academic hours	Learning result (LR)
CYCLE OF GENERAL EDUCATIONAL DISCIPLINES						
Module of language training - A	Quote, engage in communication in oral and written forms in Kazakh, Russian and foreign languages to solve problems of interpersonal, intercultural and industrial (professional) communication	Kazakh (Russian) language	The discipline is aimed to develop the ability to interpersonal social and professional communication in the state and Russian languages	5	150	2
		Foreign language	The discipline is aimed to develop the ability to interpersonal social and professional communication in a foreign language.	5	150	2
Module of language training - B	To carry out the use of language and speech means on the basis of a system of grammatical knowledge; analyze information according to the communication situation	Kazakh (Russian) language	The discipline is aimed at to format the worldview, civil and moral positions of the future specialist, competitive on the basis of building communication programs in the State and Russian languages.	5	150	2
		Foreign language	The discipline is aimed to format the worldview, civil and moral positions of the future specialist, competitive on the basis of building communication programs in a foreign language	5	150	2
Socio-political knowledge module	To be able to apply socio-political, cultural, psychological knowledge in understanding personal, as well as socio-political processes taking place in Kazakhstan and abroad	Social and political knowledge module (Social Studies, Political Studies)	The discipline is aimed to develop students of the basic socio-political concepts, theories and approaches to the study of society and its subsystems, the formation of ideas about the basic principles of the functioning of modern society and its socio-political institutions; formation of critical thinking skills; political worldview and political culture, aimed at active participation in solving the problems facing the Republic of Kazakhstan.	4	120	1
		Social and political knowledge module (Cultural Studies, Psychology)	The discipline is aimed to format of the social and humanitarian worldview of students on the basis of the study of scientific theories of cultural studies and psychology in the context of solving the problems of modernizing public consciousness, defined by the state program "Looking into the future: modernization of public consciousness"; on the development of the main sources and methods for obtaining cultural and psychological information and their application in professional activities.	4	120	1
Module of socio-cultural competencies I	Demonstrate knowledge of the biomedical foundations of life safety, interpret knowledge of ecology and life safety for their successful application in professional activities. Apply legal and economic knowledge to carry out entrepreneurial activities, understand modern legislation, including anti-corruption, in professional activities. Apply in professional activities various types of information and communication technologies for searching, storing, processing, protecting and disseminating information	Fundamentals of life safety and ecology	The discipline is aimed at familiarizing students with the basic concepts, principles and laws of ecology and life safety. Reveals the basic laws and principles in ecology for the sustainable development of society and the country, as well as the protection, preservation and promotion of human health and safety	5	150	8
		Legal regulation and anti-corruption legislation	The discipline is aimed at forming students' basic knowledge of legislation aimed at regulating legal relations in the education system, as well as corruption offenses and corruption prevention measures in the context of professional activity, education of integrity and honesty.	5	150	8
		Scientific research methods	This discipline examines the concept of the ways of development of science and the nature of scientific research, fundamental and applied problems in the field of methodology of scientific research, the role of argumentation, criticism, logic and analysis in scientific research, the application of general scientific, philosophical and special methods of scientific research at the theoretical and empirical level of knowledge.	5	150	6

Module Socio-cultural competencies 2	To be able to analyze the main patterns of the historical development of Kazakhstan, apply historical and philosophical knowledge in understanding the personal and socio-political processes taking place in the world and Kazakhstan	History of Kazakhstan	The discipline is aimed at the formation of objective historical knowledge about the main stages of the history of Kazakhstan from antiquity to the present. In its subject-oriented organization, the course is structured in accordance with the generally accepted periodization of the history of Kazakhstan, which, in turn, is consistent with the development of the world-historical process. Threshold sections of the main stages of the historical process are distinguished through common characteristics, which are based not only on organizational and cultural-civilizational criteria, but also on the historical scale of certain processes and phenomena in relation to the history of Kazakhstan, taking into account national characteristics, which is reflected in the main sections, such as «Ancient people and the formation of a nomadic civilization», «Turkic civilization and the Great Steppe», «Kazakhstan in the system of imperial practices (XVIII - early XX centuries)», «Kazakhstan as part of the Soviet administrative command system», «Kazakhstan in the world community (1991-present)».	5	150	1
		Philosophy	The discipline is aimed to format objective basic knowledge about the history of modern Kazakhstan, the problems of the formation and development of the state and historical and cultural processes.	5	150	1
		Information and communication technology	The discipline is aimed to familiarize students with the basic concepts, principles and laws of ecology and life safety. Reveals the basic laws and principles in ecology for the sustainable development of society and the country, as well as the protection, preservation and strengthening of human health and safety.	5	150	2,12
GPT module 1	Fulfill program standards for sports; Use the means of physical culture for recreational activities in long-term sports training; Use in life practical skills that ensure the preservation and strengthening of health, the development and improvement of psychophysical abilities and qualities; Apply the rules for the safe conduct of physical exercises and sports	Physical Culture	It is aimed to study teaching methods, mastering the technique of the main types of athletics and elements of strength training, acquiring the necessary skills and abilities for independent pedagogical work at school.	2	60	8
		Physical education	Able to conduct physical education lessons and training sessions, owning the methods of teaching technical and tactical actions in competitive activities in sports and evaluating the results of achievement, using modern educational and information and communication technologies.	2	60	8
GPT module 2	Determine the role of physical culture in the formation of professionally important physical qualities and mental properties of a person; Understand the importance of maintaining a high level of physical and mental health; manage your physical health and apply highly effective health and sports technologies; To be able to independently engage in various sports, modern motor and health systems, apply their skills to organize collective classes and competitions	Physical education	In practical classes, students master the technique and basic tactics of various sports in physical culture (outdoor games, volleyball, basketball, swimming). Practical sections are aimed at a wide range of general and special physical training, recreational exercises and their complexes by sport	2	60	8
		Physical education	During the practical classes, it is aimed at studying the mastery of technical techniques and tactical actions, acquiring the necessary knowledge and skills for independent work of a teacher-coach in football, sports tourism with a different contingent of those involved; formation of the ability to teach and properly build the learning process; correction of errors and inaccuracies in the process of performing individual parts of special exercises.	2	60	8

CYCLE OF BASIC DISCIPLINES

Module of theoretical historical bases of tourism	To analyze the main historical stages in the development of international and regional tourism, to determine their specific features and theoretical and methodological foundations, with the identification of data necessary in the course of practical activities of tourism industry specialists.	Basics of tourism	The discipline is aimed to reveal philosophical and sociological ideas about tourism, the basic concepts of the tourism industry, the structure and objects of tourism systems, as well as the concept of sustainable tourism and its role in this process. The course reveals the main directions of education, career growth and self-development of personnel in the tourism industry by analyzing international and national experience and global trends in the tourism industry.	5	150	3,7
		History of tourism	The discipline reveals the content and meaning of the main periods of origin, formation and development of tourism activities, the history of the development of organized travel, and also contains the main patterns of the historical development of the tourism industry in the world and on the territory of Kazakhstan. The course forms an idea of modern trends in the development of the tourism industry, mechanisms for regulating tourism, innovation processes and projects	5	150	4,7
		Educational practice (educational-training trip)	Educational practice is aimed to mastery and improving the skills of technology and tactics of movement on difficult terrain; organization of bivouacs, overnight stays; the ability to work with tourist equipment and ensure safety during hiking trips (first aid, organization of search and rescue operations, transportation of the victim); tourism ecology and nature protection.	4	120	5
Module of infrastructure and tourism and local lore activities	Determine current trends in the development of tourism infrastructure and analyze their impact on the formation of tourist flows at the regional and international levels, as well as develop innovative directions in the organization of tourism and local history activities that contribute to the development of domestic and inbound tourism.	Tourism infrastructure	The discipline is aimed at studying the theoretical positions about the creation and development of infrastructure, as the material and technical basis of the tourism sector. As part of the tourist infrastructure, a complex of existing structures and networks of industrial, social and recreational purposes used to ensure the livelihoods of tourists and the organization of entrepreneurial activity in the service sector is considered.	5	150	10,11
		Basics of tourist and local lore work	The discipline reveals the features of the organization of tourism and local history activities and the basics of excursion business, and also contains the main stages of the historical development of local history science in the world and on the territory of Kazakhstan, as well as regional local history. Particular attention is paid to the study of local history material and its interpretations in the framework of scientific and professional activities, including the development of new tourist and excursion programs routes.	4	120	3,7

		Training and production practice	Field study is aimed at familiarization with the enterprises of the tourist complex and the types of economic development of the territories of various natural zones, as the basis for the territorial division of labor. Practice reveals the specifics of the tourist and excursion resources of the city and its environs, for subsequent use in compiling tourist excursion routes, as well as consolidating students' knowledge of the excursion-tourist-local history direction of the region in the development of calculations tourist services.	3	90	5
Module of organization of tourism business – 1	Interpret the data of the main international and regional regulatory and legislative acts in order to plan, organize and promote the Kazakhstani brand on the world tourism market as a priority in tourism.	Planning, organization, regulatory framework of tourism business	The discipline is aimed at studying, organizing and improving the work of the tourist structure, the creation and successful promotion of a tourist product, the study by students of legal framework documents governing tourism activities. Particular attention is paid to the analysis of the current situation in the development of tourism, the legal framework of the organization, the development of tourism activities, the problems and prospects of the tourism industry in modern legislation.	5	150	3,5,9
		Legal regulation of tourism in the Republic of Kazakhstan	The discipline reveals the legal forms of organization and implementation of activities in the field of tourism and the features of the legal regulation of individual subsystems of the tourism industry. The course provides systematized data on the history of formation, the current state and prospects for the development of legal support for tourism in the Republic of Kazakhstan and abroad. Particular attention is paid to the current international and national experience of legal regulation in the field of tourism.	5	150	5
		Tourism marketing	Discipline reveals the essence, principles and functions of marketing in the activities of a tourist enterprise. The course includes not only the marketing features of a separate segments, but also innovative marketing directions in the tourism industry. During the learning of the course, methods and techniques of conducting marketing research are studied; ways of positioning a tourist product; price formation strategies and communication policy development processes in tourism.	5	150	6,10
Module of language training – 3	Use the principles of interpersonal, intercultural and industrial (professional) communication based on the technologies of using language and written means of the system of grammatical knowledge of the state, communication technologies using language and speech means of the system of grammatical knowledge of the State, Russian and foreign languages	Foreign language in the service sector	Discipline provides an opportunity to expand and deepen their knowledge of foreign language in the service sector. It contributes to the development and memorization of the necessary special terms, tasks for the folding and deployment of information, compilation of annotations in foreign language and other educational tools for the formation of language competence in the service sector.	3	90	2

		Practice of speaking and writing a foreign language in the service sector	The discipline is aimed to acquire oral and written communication skills in a foreign language, taking into account intercultural and professional characteristics, obtaining the necessary amount of grammatical material in the process of communicative competence.	3	90	2
		Business foreign language for service sector	The discipline is aimed to teach students the basics of business communication in a foreign language in the service sector, whether it is advising clients or talking with colleagues, conducting oral and telephone conversations with customers or writing correspondence.	3	90	2
		Business correspondence in the service sector	The discipline is aimed to study the structures and rules for organizing business correspondence, observing the rules for organizing a foreign-language written text. Lexical saturation, grammatical correctness (observance of the rules of spelling and punctuation). Statement of the thesis, its content and lexical aspect. Consistent writing of facts, events, materials read, heard or viewed. Writing a business letter.	3	90	2
Module of organization of tourism business – 2	Apply the principles of strategic planning, economic control, accounting and business management in the organization, coordination and promotion of tourism market entities and their products, taking into account global trends in the field of professional management and regional characteristics of individual countries and systems.	Tourism management	The discipline deals with the essence and interrelation of management functions, organizational structures, principles, methods and features of management in the tourism industry. The questions of planning of activity of the organizations of tourism and hospitality, management of consumer motivation and the organization of control of work of the personnel, and also ways of movement of competitive advantages and strategy of economically safe activity of the enterprises of the tourism industry are revealed.	4	120	5,9,11
		Accounting in tourism	The discipline studies the role and place of accounting in the management system of a tourist enterprise, considers the concepts and principles of accounting in tourism, elements of financial reporting, the structure and content of the balance sheet, methods of accounting and reporting in tourism. The course contains the basics and features of accounting for income and expenses by enterprises, using different tax regimes.	5	150	5.6
Language training level - 4 and academic writing module	Use the principles of multicultural communication in professional activities, as well as master the skills of academic writing and business correspondence based on the knowledge of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian and foreign languages.	Academic writing	The discipline is aimed to develop the ability to express and substantiate one's thoughts through a concise, yet sufficiently convincing scientific text, the readiness and ability to implement one's own research projects and present their results in writing in accordance with the norms of the international academic community, the skills to formulate a productive research question and develop methodological tools for the implementation of a scientific project.	3	90	2

		English for international tourism	The discipline is aimed at improving language and interpersonal communication skills, which are currently a prerequisite for work in the hotel and tourist sectors, and at the same time contributes to the development of their language awareness. Students practice these skills in real-life case studies that reflect relevant tourism issues.	3	90	2
		Foreign language for academic purposes	The discipline is aimed to develop skills for the correct use of grammatical structures of the scientific style of speech, as well as at mastering the method of writing abstracts of abstracts of scientific articles in a foreign language.	3	90	2
		Communicative foreign language in the service sector	The discipline is aimed to mastery the communication skills of a foreign language in the service sector. To be able to use knowledge of a foreign language for the purposes of communication, social relationships and the conditions for their implementation in professional activities, the ability and willingness to assess the situation of communication, make appropriate decisions in different situations.	3	90	2
		Professional foreign language in the service sector	The discipline is aimed to improve the competence of proficiency in a professional foreign language, which enables students, using the stock of specialized vocabulary in the service sector, to use the language for communication in a professional activities.	3	90	2
Professional communication in the service sector module	To apply intercultural and professional communication skills based on professional standards in the field of business etiquette and ethics, as well as to implement the principles of effective human resource management in enterprises in the field of tourism and service, taking into account the peculiarities of business organization in various subjects of the hospitality industry.	Professional ethics and etiquette in tourism	The discipline contains the basics of formation of professional ethics and etiquette in the service sector, general moral issues and moral foundations of managers. The course reveals the features of communication culture, the organization of a favorable moral and psychological climate, recommendations for the organization of effective business communication, as well as the formation of the corporate spirit in accordance with the ethical standards of professional activity	4	120	3,9
		Business Etiquette	The discipline is aimed at studying the moral qualities of a specialist's personality, interpersonal communication, professional ethics, principles and rules of business etiquette are necessary in the profession of relationships within professional teams. The course reveals the basics of the formation of a corporate spirit, by means of creating a favorable moral and psychological climate in the team, in accordance with the standards prescribed by business etiquette.	4	120	9

		Personnel management in tourism	Discipline reveals the basics of a competent approach in the search, selection, training, professional activities, development and assessment of personnel. The course includes theoretical and practical fundamentals of personnel management, development of an organizational mechanism and planning of personnel requirements, psychological and professional training of personnel, management of their motivation in the conditions of the modern tourism industry in order to gain a competitive advantage.	5	150	5,9
		Human resources management	The discipline is aimed at studying the theoretical basics and the formation of practical skills in the field of human capacity and determining its role in organization and society. The course studies the role of human capital as a factor in the competitiveness of a modern organization; the basics of organizing the work of an economic entity in the modern labor market, the study of foreign and domestic experience in personnel management.	5	150	5,9
		Production practice	The production practice is aimed at the formation of professional skills in the field of labor organization of the future employee of the tourism industry; work with people applying to tourist companies, taking into account the age and individual characteristics of tourists, as well as the calculation of tourist services, financial documentation. The practice prepares students for independent work on record keeping, using modern technologies and drawing up programs and routes for tourism and tourist and excursion services.	4	120	12
Four operating and tourism geography module	Conduct a quantitative and qualitative assessment of the tourist and recreational potential of the territory of tourist macro-regions and sub-regions of individual countries in order to identify innovative areas of tourist flows and develop new tourism products.	Touoperator	The discipline is aimed at the formation of practical skills in managing operations performed in the process of developing a tour, bringing end-products to the consumer in accordance with the interests and requirements of the modern tourism market in the context of the introduction of new technologies. The concepts of institutional and management principles of touoperator activity, methods of analysis of the tourist market for the effective design of a tourist product are formed.	4	120	4,5,11

		Tourist and recreational resources of Kazakhstan (in English)	The discipline is aimed to study the principles of formation of tourist and recreational resources, their study in order to popularize domestic and inbound tourism. The course provides complete information about natural, historical, archaeological, architectural and other objects of tourist interest in Kazakhstan and their transformation into tourist centers in the conditions of modern development sustainable tourism.	4	120	3,4,7
		Sacred geography of Kazakhstan	The discipline is aimed at a comprehensive study of the holy places in the Kazakh steppes, forms a special attitude to the native land, its culture, customs and traditions. The course is aimed at studying the tangible and intangible objects of cultural heritage of the Republic of Kazakhstan, included in the UN World Heritage List and directions for the development of domestic tourism.	4	120	3,7,10
Module of research activities and projects in tourism	Develop, implement and manage innovative projects based on research and experimental activities in areas of tourism and hospitality.	Research activities in tourism	The discipline deals with the organization of scientific research in tourism. The course reveals various approaches to solving research tasks by means of application of modern technologies for search, systematization, storage, processing and analysis of information to solve the research goals and objectives. During the study of the discipline formed the notions of the prospects of modern science in tourism.	5	150	6,8,10
		Project management in tourism	The discipline reveals the foundations of a competent approach in the search, selection, training, professional activities, development and evaluation of personnel. The course includes the theoretical and practical foundations of personnel management, the development of an organizational mechanism and planning for personnel needs, psychological and professional training of personnel, managing their motivation in the modern tourism industry in order to gain a competitive advantage.	5	150	6,12
Module of professional, advertising and information activities in tourism	Analyze innovative directions in the formation, development and promotion of the tourist product, taking into account modern trends, innovative and information technologies of the foreign and national tourism market.	Foreign language for professional communication in the service sector	The discipline reveals the key theoretical and practical tasks of project management, analyzes the conceptual position in the field of project management, considers the main content of project activities. The course forms the analytical and practical skills necessary in the development, implementation and promotion of projects, the creation of project teams, the solution of appearing problems and conflicts.	3	90	2

		Advanced foreign language in the service sector	The discipline is aimed at mastering the knowledge and skills of a foreign language for use in the working environment in accordance with the high level, the ability to freely use vocabulary, which is used in daily work situations, working with clients, to exchange information and perform official duties in the service sector.	3	90	2
		Promotional activities in tourism	The discipline considers the most important aspects of the theory of promotions, the means of distribution of advertising information, the relationship of the marketing and promotion strategies of the company, the organization and planning of promotion campaign, modern concepts, methodological foundations and practical recommendations for the implementation of promotional activities in tourism. The principles of effective organization of marketing research in the service sector are presented.	5	150	6,10
		PR activities in tourism	Discipline reveals the features of the formation of the communication space between the subjects of tourism activities, public communications, public relations, as well as the technology for creating and implementing a competitive project. The course consists of the history of the development of public relations as a science, types, forms and classification of PR, world experience and features of the Kazakhstan market, as well as the application of innovative methods of PR activities in the tourism industry.	5	150	6,10
		New information technologies in tourism (in English)	The discipline reveals the features of the development, implementation and operation of new information technologies in the service sector, as well as studies their impact on the development of tourism business of the world and Kazakhstan tourism market. The course is aimed at the application of information technologies in tourism, the development of technical equipment of tourism enterprises, through the development and implementation of new information technologies in the development, promotion, sales, automation, booking of tourism products.	5	150	5,11,12
		Information technology in the tourism industry	The discipline is aimed at studying world experience in the development of modern information technologies used in the tourism industry, their classification and the main directions of development in the field of the modern tourist market. The course allows to create sustainable practical skills in the field of creating and promoting of the project informational systems, pricing and promotion of services for the tourism industry.	5	150	5,11,12

Module of organization of tourism business 3	Assess the current state and prospects for the development of tourism using logistics management systems for the transport and communication base and tourism infrastructure, taking into account all tourist formalities and legal support.	Economics in tourism	The discipline reveals the basics of economic calculations in accordance with the regulatory and legislative framework of the Republic of Kazakhstan. The course forms ideas about the use of economic data on assets, capital, cash flows, income and expenses, financial performance of enterprises and organizations in the hospitality industry.	5	150	5,6,10
		Sustainable development of recreation and tourism	The discipline is aimed at studying the foundations of the theory and methodology of sustainable development, as well as the principles, criteria and methods for creating sustainable tourism and recreational systems of different hierarchical levels. Particular attention is paid to the study of national models of sustainable tourism development, the development of professional skills to solve problems, taking into account the principles of sustainable tourism in overcoming the contradictions between the growing needs of consumers of tourism products and the limited amount of natural and environmental resources.	5	150	3,5,8
		SMM in the service sector	The discipline is aimed at studying the practical fundamentals of planning and developing advertising campaign strategies to promote a specific product for a specific target audience in social networks, developing and creating content, working with text, selecting graphic material, keywords, and communicating with subscribers in social networks.	4	120	6
		Catering in the service industry	The discipline is aimed at studying various types of catering services, the specifics of the work of catering organizations, studying the features of providing catering services for various offices, enterprises, organizations, when servicing mass events of various formats, as well as getting to know the production, serving, decorative and other equipment necessary for field service.	4	120	6

CYCLE OF PROFILING DISCIPLINES						
Active tourism module 1	Develop, implement and manage animation events, taking into account various areas of tourist activity. To promote the development of sports tourism, tourist all-around and active types of tourism, taking into account technical and tactical techniques aimed at the professional training of specialists in the tourism industry.	Tourist all-around-1	The discipline is aimed at familiarization with the concept of "tourist all-around", with the rules of safety, insurance, the use and purpose of tourist equipment, such as "personal equipment", "group equipment", "special equipment", knowledge of tourist nodes and ways to overcome tourist obstacles in practical classes on tourist all-around.	4	120	8
		Technology and tactics of active tourism	The discipline is aimed at acquaintance with the concept of "tourist all-around", with the rules for observing safety, insurance, the use and purpose of tourist equipment, such as "personal equipment", "group equipment", "special equipment", knowledge about tourist knots and ways to overcome tourist obstacles in practical training in tourist all-around.	5	150	8
Active tourism module 2	Analyze the principles of territorial distribution and formation of tourist centers of the world, taking into account their orientation, as well as contribute to improving the level of professional skills in the field of sports tourism.	Tourist all-around-2	Discipline increases skills and abilities of technical and tactical masterships of students in practice, includes the study of the rules for the safe passage of tourist obstacles used during tour hiking, competitions, rallies, etc. In practical classes, students continue to use tourist equipment, applying insurance to overcome tourist obstacles: "hinged crossing", "parallel railing", "climb", "descent", "traverse", "crossing to ford", etc.	4	120	8
		Tourist centers of the world (in English)	The discipline is aimed at studying the historical lines of tourism development and the formation of modern tourist centers, the study of local culture, traditions, everyday life, features of visiting world tourism centers, the concept of the functional structure of tourist centers, their classification and types is given. The course forms the skills of drawing up a map of a tourist trip to the tourist centers of the world and creating a program for visiting them, taking into account the unique features of macro regions.	5	150	4,7

Active tourism module 3	To master the skills of preparing, implementing and managing an excursion offer, taking into account the theoretical and methodological foundations of the excursion business and contribute to the development of various	Tourist all-around-3	The discipline improves the skills, abilities gained in practical training in tourist all-around, the use of technical and tactical techniques to overcome obstacles with the provision of the pre-medical treatment, to search and save people using tourist equipment on natural and artificial relief. Familiarization with the rules of tourism events, festivals, competitions, gatherings, tourist camps for active types of tourism.	4	120	8
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	types of tourism (sports, business, cultural, etc.) with the implementation of the principles of building effective communication.	Museology	The discipline reveals the features of the organization of Museum activities, the history of the Museum business of the country, theoretical and methodological foundations, forms and methods of work in the Museum space. The course teaches a holistic system of methodological, theoretical and historical knowledge in the field of Museum Affairs. In the course of studying the discipline, practical skills of the museum space are formed as a tour guide, museum specialist, etc.	5	150	7,10
		MICE tourism	The discipline is aimed at studying a wide range of issues: the theoretical foundations and methodological tools for organizing MICE projects in tourism and hospitality, the principles of organizing corporate meetings, team buildings, conferences, congresses, exhibitions and outdoor events, as well as studying supply and demand in the MICE services market - tourism.	4	120	3,6,11
Practice module	To improve key skills in the field of professional activity of specialists of the tourism industry in various areas	Production and undergraduate practice	The production practice is aimed at the formation of professional skills in the field of labor organization of the future employee of the tourism industry; work with people applying to tourist companies, taking into account the age and individual characteristics of tourists, as well as the calculation of tourist services, financial documentation. The practice prepares students for independent work on record keeping, using modern technologies and drawing up programs and routes for tourism and tourist and excursion services. The pre-graduate practice is aimed at improving skills in the field of professional activity of a travel company; methods of analyzing and evaluating the effectiveness of the work of each employee individually; systems of contractual and legal documentation; the procedure for organizing personnel work (recruitment, admission, transfer, dismissal of personnel); methods of planning the reserve of personnel and advertising activities. The result of the practice is the development of theses or projects for the development of the tourism industry and a specific enterprise.	16	480	8

Minor "Organization of excursion business"

Minor "Organization of excursion business"	To create excursion routes taking into account the regional peculiarities of the country, its resource diversity of natural, cultural, historical, archaeological, architectural, places of worship and other objects of local lore, museums, excursions with the accompaniment of individuals or groups of persons on trips during sightseeing, excursions and related services in compliance with the norms and rules of tourist safety	Excursion service	The discipline is aimed at studying the basics of excursion services for tourists and the local population as a pedagogical, cognitive-educational process, drawing up an excursion route, a technological map of excursions. The course reveals the historical stages of the emergence and development of the excursion business in Kazakhstan, the functions and principles of the excursion, methodological approaches to storytelling and presentation, the classification of excursions and their topics are extensive it is analyzed in detail.	4	120	3,7
		Sightseeing objects of Kazakhstan	The course provides complete information about the sightseeing sites of Kazakhstan, based on the original methodology of their assessment according to various criteria, which allows specialists to carry out professional selection of objects of tourist interest for showing to tourists.	4	120	3,4,7
		Features of conducting excursions	The discipline is aimed at studying the methods of conducting excursions on architectural and urban planning, natural history, ethnographic, historical topics, organizing work in methodological sections of guides and guides, for organizing various excursions, compiling individual texts, studying and choosing excursion objects, as well as developing practical skills in the field of excursions.	4	120	7,10
		Local history of the Zhetysu region	The discipline is aimed at the study of tourist and recreational (natural, historical and cultural) resources Zhetysu for the development of domestic and international tourism. The course forms knowledge in the field of local history of the native land for the purpose of their successful application in professional activity, and also is directed on studying of history, Ethnography, culture, archeology, the nature, the population and economy of Kazakhstan (Zhetysu region)	4	120	3,4,7

<p>Module of final examination.</p>	<ul style="list-style-type: none"> - Show the level of general scientific training. - Compare the regulatory and legislative framework of the Republic of Kazakhstan in the field of entrepreneurship, in particular, in the provision of services. - Classify the tourism sector by basic and specialized disciplines. - Practice - activities to solve professional problems in organizations of various organizational and legal forms; possess professional vocabulary. - Describe the methods of scientific research. 	<p>Writing and defending a thesis (project) or preparing and passing a comprehensive exam</p>	<p>Writing and defending a thesis (project) or preparing and passing a comprehensive exam.</p>	<p>8</p>	<p>240</p>	<p>12</p>
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2.1 Competence model of the graduate of the educational program

1	Educational program	6B011101 – Tourism
2	Education level	National Qualifications Framework – Level 6
		European Qualifications Framework – Level 6
3	Degree awarded	Bachelor
4	Qualification	Bachelor in Services
5	Additional qualifications	Tourism instructor (Sports and health tourism) Guide-III category (Organization of excursion business)
6	General characteristics of the graduate	<p>A bachelor in the educational program «Tourism» must solve the following professional tasks:</p> <ul style="list-style-type: none"> - long-term and current planning of tourism activities, taking into account changes in the socio-political and socio-economic situation in the Republic of Kazakhstan and abroad; - development and promotion of new types of tourist services; organization of accounting and control in order to optimize the management process; - management of work on the provision of tourist services in various areas of the tourism business; conducting marketing research in order to increase effective tourist sales; - organization of preventive measures for the safety of tourism activities; - innovative activity in the field of tourist traffic management. <p>The content of the professional activity of a specialist in the field of tourism includes organizing and improving the process of managing tourism enterprises and organizations in the conditions of the formation of the tourism industry in Kazakhstan, studying and promoting the tourism opportunities of our country and the foreign market of tourism services in order to optimize the system of current and long-term planning, the introduction of innovative methods of tourism services and information technologies, improving the quality of the tourist product, the production of a national tourist product, contributing to the development of domestic and inbound tourism, including active and sports tourism with an emphasis on the organization, development and promotion of youth tourism.</p>
7	Areas of professional activity	The sphere of professional activity of a graduate of the educational program «Tourism» is the tourism and hospitality industry, as well as science, education, government regulation and other areas of human activity, directly or indirectly related to tourism.
8	Objects of professional activity	- government bodies related to the organization of tourism; public and private companies involved in the tourism business;
		- tourism consulting companies; marketing services of tourist enterprises; tourism infrastructure facilities; educational institutions that train mid-level specialists in tourism;

		<ul style="list-style-type: none"> - research organizations involved in studying the problems of tourism development; - advertising agencies engaged in the promotion of tourist services in the domestic and foreign markets; - organization of the system of the Ministry of Emergency Situations.
9	Types of professional activity (profession)	<ul style="list-style-type: none"> - organizational and managerial; - production and technological; - service and operational; - research; - educational; - tourist and recreational; - preventive and search and rescue; - expert
10	Key competencies	<p>Use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the knowledge of information and communication technologies using the language and speech means of the system of grammatical knowledge of the state, Russian, foreign languages and the culture of academic honesty.</p> <p>Interpret data on the regional development of Kazakhstan, its cultural diversity, a complex of natural and anthropogenic tourism objects in order to form a tourist product, excursion and tourist and local history routes, animation projects and innovative services, taking into account modern quality requirements, international regulatory documents, and the legislative framework of the Republic Kazakhstan and the Global Code of Ethics for Tourism.</p> <p>Analyze the historical stages, processes and principles of the formation of world and national tourist centers, as well as associations in order to predict changes in international and regional tourist flows, create and promote new tourist routes, tourism products and destinations for domestic, outbound and inbound tourism.</p> <p>Apply the principles of strategic planning, economic control, accounting and business management in organizing, coordinating and conducting tour operator activities, creating tourist services using charter flights, developing inbound, outbound and domestic tours, searching, selecting, analyzing, booking and selling cruises, and as well as visa processing and health insurance, in line with international and national tourism regulatory framework.</p> <p>Develop innovative projects, programs and concepts for tourism, business, sports, entertainment and educational events, manage its implementation with marketing research, budgeting and advertising, risk forecasting and monitoring of the results.</p> <p>Create excursion routes taking into account the regional characteristics of the country, its resource diversity of natural, cultural, historical, archaeological, architectural,</p>

		<p>religious and other objects of local history, museum, excursion orientation with the accompaniment of individuals or groups of persons on trips when sightseeing, excursions and related services in compliance with the norms and rules of safety measures for tourists.</p>
		<p>Make up various types of tours with comprehensive training of the leader (instructor) and participants of the tourist trip, taking into account age categories (children, youth, adults, etc.), selection of the necessary equipment, equipment and food, registration of the tourist route and escort of the tourist group on the tourist route with the implementation of the principles of security, physical, moral and psychological self-improvement and the development of technical and tactical skills in active types of tourism in the conditions of modern society, state policy, national unity, intercultural harmony in order to counter illegal and corrupt actions, through the methods of physical culture, environmental education and research activities.</p>
		<p>Own the techniques and methods of working with personnel, ways to improve the quality of labor productivity in the conditions of the modern tourism market, and also contribute to the adoption of management decisions for tourism and excursion enterprises, taking into account professional ethical standards and production etiquette.</p>
		<p>Assess the tourist and recreational potential of destinations in order to develop and promote priority areas in the field of tourism (health, sports, museum, medical, business, etc.), taking into account the infrastructure and transport and communication base of tourism as the basis for creating new tourist routes outbound and inward tourist flows.</p>
		<p>Apply the basics of management activities when organizing corporate ground services in the hospitality industry: booking hotels and restaurants, transfers, car rentals, a VIP lounge at the airport, issuing an insurance policy and other services necessary for the implementation of a tourist product.</p>
		<p>Compile innovative tourist travel programs, tourist products, sightseeing routes and projects in various areas (business, cultural, sports, medical and recreational, event, ethnographic tourism, etc.) using new information, search and GIS technologies, forming the basis of research activities of students in order to create competitive advantages for domestic and outbound tourism of the Republic of Kazakhstan.</p>
11	Possible areas of repurposing	Tour guide, tourism instructor, HR manager

III. SUPPORT OF THE EDUCATIONAL PROGRAM

3.1 Material and technical resources

The KazAST educational complex consists of 2 buildings. The total area of the buildings and structures of the Academy, according to the available technical passports issued by the real estate authority, is 29 696.1 sq.m. The area of sports halls and sports facilities is 5976.7 m², the area of football fields is 14 690 m². Every year for the new academic year, repairs and preparation of the classroom fund are carried out.

The academy has: a student dormitory with 320 beds, 1 cafe with 60 seats, 1 medical center, 1 conference hall, 1 assembly hall, 10 indoor gyms (2440 sq.m.); 2 outdoor sports complexes (1277.1 sq.m.); a gym at the Alash stadium (395.1 sq.m.);

gym (213.9 sq.m.); ski stadium (3500 sq.m.); stadium (10,940 sq.m.); gymnastics complex, indoor 25-meter swimming pool (400 sq.m.), republican Museum of sports and Olympic glory. The total number of classrooms is 76, laboratories - 1; 5 computer classes (230 modern computers with Internet access are used in the structural divisions of the university and the educational process).

In the academic building No. 1, 85/105 Abaya Ave., with a total area of 9036.3 m², there are 10 lecture halls, 44 classrooms for practical and seminar classes, 5 computer classes, 3 reading rooms, including 1 electronic reading room, 2 auditoriums and 4 lecture halls equipped with interactive whiteboards and projectors, as well as 13 laptops and mobile projectors with audio accompaniment for the organization of educational and research work of students at the academy. The number of computer classes, reading rooms, multimedia, cathedral laboratories and the number of seats in them correspond to the needs of the educational process and research activities of teaching staff, students and staff of the Academy.



In the main building there are 4 specialized classrooms for the educational program "Tourism":

- 309 - Office "Geography of international tourism";
- 316 - Marketing and Management Cabinet;
- 210 - Cabinet "Restaurant business and hotel business";
- 320 - Cabinet "Geography of Kazakhstan and local history", "New information technologies in tourism". All classrooms have computer equipment, equipment, equipment, handouts and poster materials that allow conducting training sessions on the educational program "Tourism" according to credit technology.



In building 2 at 104/108 Kurmangazy Street, there is a department of foreign languages, athletics, winter and complex technical sports, 27 classrooms with a total area of about 612.7 sq.m.

The Academy has a primary health care center equipped with modern medical equipment, inventory and necessary medicines.

The café with a total area of 161.6 m², located in the educational building, meets the requirements of the "Sanitary Rules for catering establishments".

For nonresident students, the Academy has a 300-bed dormitory with a total area of

2,760 sq. m² and a useful area of 1,920 m², located at 104/108 Kurmangazy Street.

Branches of the department are intended for passing planned practices and practical classes in the disciplines

"Technique and tactics of active types of tourism", "Tourist and sports training", "Hotel management", "Planning and organization of tourist business", "Tourism Infrastructure", "Guided tours", etc. according to the educational program "Tourism" tourism and service, i.e. own bases of KazAST faculty of tourism.

In 2014, for the educational process of the OP "Tourism", the largest training climbing wall in Kazakhstan was opened in KazAST for classes in climbing techniques in mountain tourism, rock climbing, mountaineering, tourist all-around, search and rescue, etc.



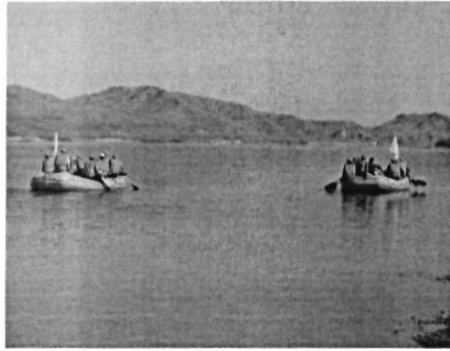
The climbing wall with artificial relief has become the largest such structure among educational institutions of Kazakhstan on the OP "Tourism". The area of the climbing wall is 366 m², which makes it possible to hold such types of competitions as "Difficulty", "Speed", "Bouldering" and "Tourist all-around" within the framework of international, republican, regional and city competitions.

For the organization of tourist and sports trips, conducting field tourist and excursion practices of students, systematic training of the team

faculty to participate in rallies and competitions in tourism techniques (of all kinds), orienteering and rock climbing, the management of KazAST purchased sets of bivouac and special tourist equipment (personal and group) of the latest model for hiking and mountain categorical and non-categorical hikes.



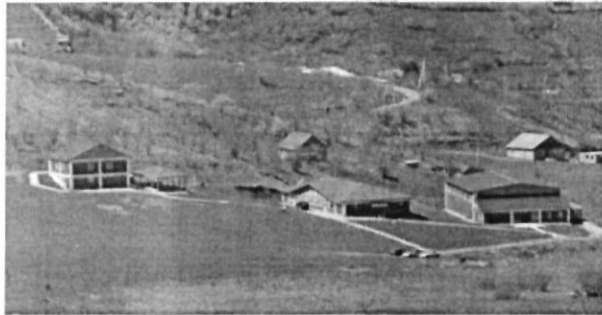
Teaching staff and students of the Department of Tourism and Service from January 2015 can participate in competitions in water tourism after purchasing rafting facilities: 2 rafts (10 seats) and 3 boats (6 seats). The boats are fully equipped with pumps, life jackets and paddles.



For the development of cycling, 18 mountain bikes were purchased, which allows students of OP 6B11101 "Tourism" to participate in bike marathons within the Republic, Almaty region and the city of Almaty.



In 2012, for the development of active types of tourism in the village of Bes-Kainar of Talgar district of Almaty region, the tourist and sports base "Kaimar" (1296.5 sq.m.) was opened, which includes: a sports hall house, as well as a land plot of 0.3 hectares. The tourist and sports base is located in a picturesque place 32 km from Almaty. The hotel, located on the territory of the base, has 14 one-room rooms.



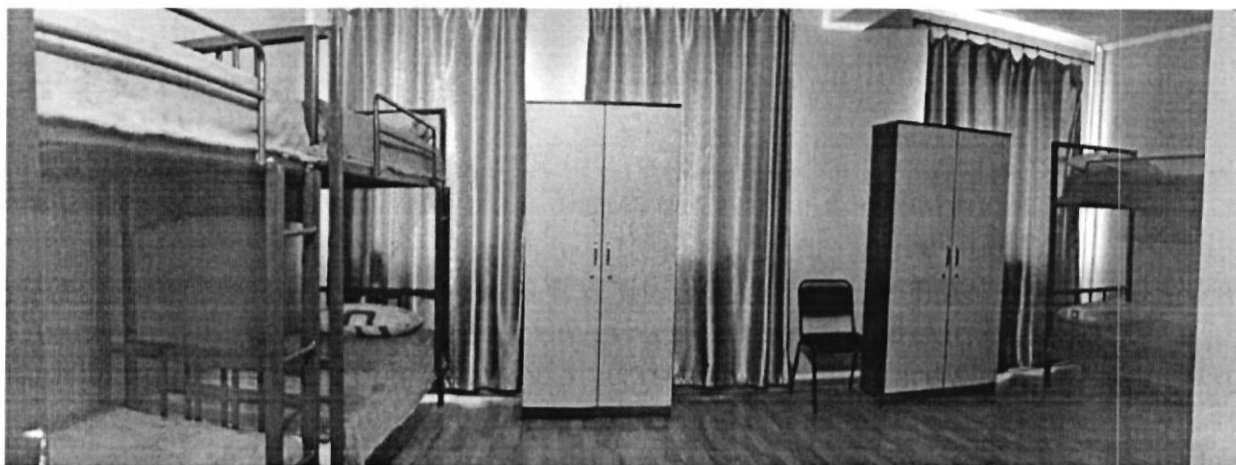
The Gorelnik mining and tourist base is located in the Talgar district on the territory of the Maloalmati Gorge, above the Medeo platinum. The distance from KazAST to the base is 24 km. The total area of the Gorelnik mining and tourist base is 3.87 hectares.

During the year, students and teaching staff of the Department of Tourism and Service periodically travel to the bases "Kaymar" and "Gorelnik" to improve tourist and sports training within the framework of the educational program "Tourism" and also in the summer, summer tourist and tent camps are organized (equipment for more than 80 people has been purchased), where students consolidate practical skills and abilities in active types of tourism for organizing categorical hikes on the territory of the Trans-Ili Alatau.

Hotel "MarkInnHotel" at the address: Almaty, 46-a Markova str. According to the results of the competition conducted by KTA and the Department of Tourism of Almaty, the hostel "MarkInnHotel" took 3rd place in the ranking of the TOP 5 hostels in Almaty. 45 585,000 tenge of KazAST's own funds were spent on the construction of this hotel.

It offers comfortable rooms with free Wi-Fi and free private parking. The total number of beds is 70 units. Rooms with a private or shared bathroom are decorated in a simple style. Some rooms include a refrigerator, ironing facilities and a TV with English channels. Individual lockers are also provided. The hotel is located 6 km from the railway station and 20 km from Almaty International Airport.

The hotel has been operating for 5 years and with the hard work and efforts of the staff and students of the Department of Tourism and Service has earned a fairly high authority and appreciation in the comments on such sites as Booking.com and Tripadvisor



The Academic Apartments Hotel is located near the main building of KazAST at the address: Almaty, Timiryazev str. 13.

There is a classroom (the base of the Department of Tourism and Service) on the basis of the only category room "suite" of the hostel, in which students of the OP "Tourism" practice cleaning techniques and room readiness for receiving guests.

The Academic Apartments Hotel is designed and equipped taking into account the latest requirements for accommodation in the Republic of Kazakhstan. Despite the budget pricing policy, Academic Apartments has everything you need for a comfortable and safe overnight stay, organization of self-catering for guests, mini-laundry and free Wi-Fi. The shared guest kitchen "Academic Apartments" is equipped with modern electric stoves, microwave ovens and refrigerators.



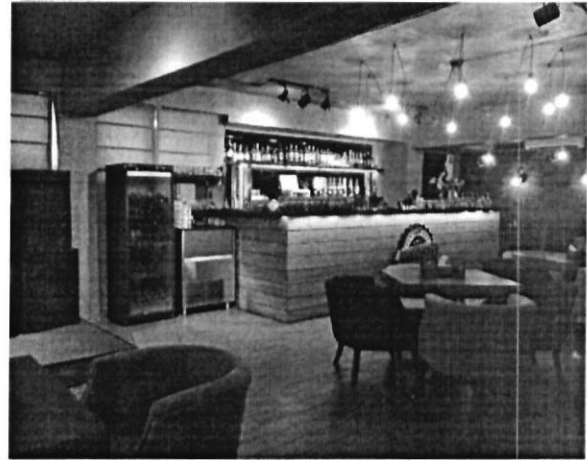
The basis for practical training in the educational program "Tourism" within the disciplines "Restaurant business", "Bar business", "Gastronomic tourism" is our own new restaurant "**Mura**" at KazAST. The total area of the restaurant is 400 sq.m. The number of seats is 100 units.

The Mura restaurant has a well-equipped kitchen, all the appliances and equipment necessary for modern restaurant art for:

meat shop (rules for cutting lamb, beef, pork carcasses, working with poultry and fish);

- confectionery shop (rules of work with flour products, bakery production);
- bar business training (a well-equipped modern bar counter with all the necessary accessories).

In addition, two specialized rooms with a total capacity of 45-50 people are designed for classes with students of the Department of Tourism and Service for conducting master classes with the invitation of specialists in this field.



Scientific Research Institute of Tourism (Research Institute of Tourism). In 2013, in order to implement the research program of KazAST, as the parent organization in priority areas (cluster "Tourism"), the Scientific Research Institute of Tourism resumed its work.

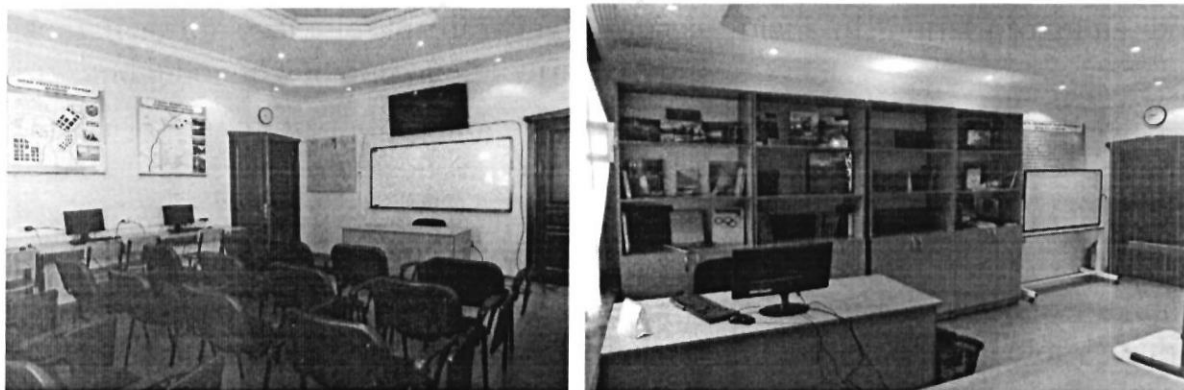
The direction of scientific research of the Research Institute of Tourism is theoretical and scientific-applied issues of assessing the resource tourism potential of the Republic of Kazakhstan with an analysis of the actual development of tourism and training for various fields of tourism. Research is being conducted on the study of the labor market in the field of tourism and service, research of tourism-

recreational resources of the Kazakhstan section of the Great Silk Road.

The results of these studies are used by tourism firms and other organizations in their activities, for example, for drawing up master plans of tourist programs, both for domestic and inbound and outbound tourism.

Tourist Information and Methodological Center (TIMC). The main activities of the TIMC in the framework of the educational program

"Tourism": - Scientific and organizational and methodological work: development, publication, dissemination of information and methodological tourist and excursion materials, including guides to the regions of the Republic of Kazakhstan; - Training of KazAST students at a specialized base on guided tours and museology within the framework of permanent courses: guides; guides - translators; tourism instructors; conducting certification seminars for all categories of tourism, hotel and restaurant business workers; - Provision of tourist and excursion services to: enterprises and organizations, planned and amateur tourists, educational institutions.



On the basis of the TIMC, 8 specialized offices are equipped: 1-3 offices: Expositions of the Museum of the Republican Museum of Sports and Olympic Glory; 4 office: classroom - computer classroom with a demonstration board and a design device, a teaching table, 20 chairs, 12 desks, 24 chairs, visual aids; 5 office: Office space (reception desk, copier, TV, two shelves, two armchairs, office sofa, information posters); 6 office. Kazast Tourism Research Institute (computer, computer desk, conference table, racks with materials Theme); 7 teachers' office (computer, 2 bookcases, two teaching desks); 8 classroom for 22 people (desks and chairs, computer, 4 bookcases, teaching desk, visual aids).



3.2 Educational resources (educational and methodological support)

The university has created a unified system of library and information services. The library is developing as the information core of the university, providing library and information services based on modern information and communication technologies.

One of the most important information resources is the university's website (<https://kazast.edu.kz>), which provides readers with access to databases of electronic resources, to virtual exhibitions that are constantly updated, informs about the working hours, services provided, and all changes and news occurring in the library.

The unified book fund of the library is 381 107 copies (textbooks, teaching materials, scientific, reference and fiction), of which the total volume of educational literature in basic and specialized disciplines is 310 108 copies. In the state language – 142 339 copies. The fund of educational and scientific literature fully provides the basic and profile disciplines of the working curriculum in the specialty.

Electronic media contains texts of textbooks, teaching aids, provided as mandatory programs of academic disciplines of working curricula, as well as training software and electronic textbooks. The electronic fund of the library is replenished by receiving the electronic version of the document from the internal structural divisions of the university-Research Institutes of Sports, Research Institutes of Tourism, departments, free transfer of electronic versions of publications by the university staff; purchases of legally distributed electronic publications on portable media from external sources - libraries, publishing houses, bookselling organizations; legitimate borrowing of documents that are freely available on the Internet (the site "Everything for a Student").

According to the License Agreement on cooperation, electronic delivery of documents is practiced, which is an analog of the Interlibrary Subscription. The Moscow State Academy of Physical Culture provided 144 titles of electronic books of the Academy's teaching staff for 2020-2022.

Since 2014, work has been started on digitizing the documents available in the library's collection - unpublished works of KazAST teachers, rare, especially valuable, dilapidated publications, publications of high demand and in limited quantities.

For the high-quality formation of the fund, the library's joint activities with teachers are carried out in a constant working mode. When purchasing educational literature according to the requests of departments of specialties, priority is given to the disciplines with the lowest security, as well as in the state language, according to the requirements of standard and working curricula based on the contingent of students of the Academy.

In accordance with the tasks of providing students with textbooks in the state language, KazAST has developed a creative laboratory for the preparation and publication of textbooks. A significant role in meeting the needs of students in the educational literature is played by the teachers of the academy, who are engaged in the development and production of textbooks.

In the 2021-2022 academic year, the library's collection was replenished with 526 titles of literature in the amount of 3858 copies, of which 70 titles in the amount of 1560 were the works of the academy's teachers.

Library services for readers are organized in 6 halls of the academy - subscription, reading, scientific and electronic halls, a hall for readers with disabilities (consultation

hall), as well as in the reading room of the hostel.

Subscription of educational literature makes a record of readers in the library, the issuance of literature. The fund presents educational and fiction literature, as well as scientific and methodological manuals.

Reading room – a room for all students. It presents literature on physical culture, social and humanitarian disciplines (history, philosophy, political science, sociology, psychology, cultural studies, ethics, aesthetics, religion, fundamentals of law, legislative foundations), literature on languages (Kazakh, Russian, English), literature on medical and biological disciplines, reference and periodicals.

The reading room is also an exhibition hall of the library, where exhibitions of new arrivals, "Days of Faculties", "Days of the first-year student" are held, works of teaching staff are exhibited, and thematic exhibitions are developed.

Scientific hall - for the implementation of educational activities for teaching staff, doctoral students, undergraduates. It presents scientific literature to help the educational process and scientific work, reference books, dictionaries, encyclopedias, various educational literature, provides access to international information resources, to the electronic catalog of the Academy with full-text publications, to the catalog of the Republican Interuniversity Electronic Library (RIEL).

Electronic Resources Hall – equipped with computer equipment and access to information databases of electronic resources. In the hall, electronic textbooks are presented for readers – texts of textbooks, textbooks, provided as mandatory programs of academic disciplines of working curricula, as well as training software. Types of services-individual service.

For information support of readers' requests, an own electronic fund was created with electronic publications on CD-ROM on the profile of the Academy; electronic copies of articles and other materials, electronic versions of textbooks and educational and methodical publications of KazAST, as well as articles from continuing and periodicals of the academy, which makes it possible to independently work with the electronic fund of the library in the reading rooms and access to full-text resources.

Consultation hall for students with disabilities. The hall is equipped with tiflokomputers, an interactive whiteboard and a laptop. Blind and visually impaired readers are provided with access to electronic information resources and to printed versions of books by means of a special computer of a new technology adapted for the visually impaired: a scanner, a screen access program, a speech synthesizer.

For students with disabilities are available on electronic media (CD-ROM disks) 243 names. training programs, 110 name. video-audio lectures, 21 names. audio books, audio lectures on the disciplines "Therapeutic physical culture and massage", "Sports medicine" and "Health management". Students with hearing impairments use the SOL (Surdo-online) remote translation system. A Memorandum of Cooperation was signed between the SOL center (online services by sign language specialists) and NJSC "Kazakh Academy of Sports and Tourism".

The office is equipped with video projection equipment for presentations, sound reproduction facilities, a screen, audiovisual computers and a laptop.

In order to assist in providing access to domestic and foreign library collections, the following agreements have been concluded: an agreement with the Central Branch

Library for Physical Culture and Sport of the Russian State. University of Physical Culture, Sports, Youth and Tourism, Moscow (dated November 23, 2019); license Agreement with the Moscow State Academy of Physical Culture (dated October 03, 2016); agreement with the Kazakh National Pedagogical University. Abaya (from May 15, 2018.); Agreement with the Republican Scientific and Technical Library (No. 10 of January 20, 2021);_International University of Tourism and Hospitality (dated May 18, 2021); Cooperation agreement with the Kazakh National Medical University named after S. D. Asfendiyarov (dated May 28, 2018); contract with Turan University (dated 02 September 2019); contract with the Library of the Caspian Public University (dated 24 January 2019).); agreement with Almaty University of Energy and Communications (dated March 20, 2019); agreement with the library of the International University of Information Technologies (dated February 13, 2019), agreement with the library of the University of International Business (dated January 22, 2020); agreement with the Kazakh University of Railways (dated January 22, 2020); cooperation agreement with the Kazakh National Agrarian University (dated May 10, 2018).

To automate all library and bibliographic processes, in 2015, the information and library system "KABIS" was installed, with the necessary modules such as a reader's card index, bar-coding of literature, administration, a card index of articles in periodicals, book distribution and accounting of readers, and has access to a Web resource. Web-KABIS is a project for external access to an electronic catalog and an electronic library. In order to automate the service of readers, an electronic file of readers has been created. The reader service is fully automated.

The movement of the library fund (receipt, disposal) is recorded in the book of total accounting of the library fund and in the inventory book, according to the Instructions on the formation of the library fund of the state educational organization of the Republic of Kazakhstan. The books of total accounting, the inventory book are presented in electronic form. Readers of the KazAST library have access to the following electronic resources:- library systems (EBS): the electronic catalog of KazAST "KABIS", the Republican interuniversity electronic Library (agreement No. 92 of January 05, 2016), the database of electronic publications of educational, methodological and scientific literature of EBS IPRbooks (agreement No. 8343/2K of September 09, 2021), electronic information resources WebofScience by ClarivateAnalytics and access to the Elsevier company's ScienceDirect and Scopus database, the database of the Central Regional Library of the Russian State University of Physical Culture and Sports, Youth and Tourism (Moscow), the full-text database of the best articles of the Russian and foreign business press Polpred. com for libraries.

In the current academic year, the library's computer park was completely updated. Purchased modern mono-blocks. The library is equipped with the most modern computer and copier equipment: 30 computers, 4 scanners, 3 printers, one multifunctional device (scanning, copying, printing). The computer classes and computer room of the library are connected to the Internet and equipped with communication channels that provide each educational workplace with a connection to the global Internet with a bandwidth of 25 Mbps and 1 Gbps for intralocal access.

Software OS Windows Multipont 2012, Office 2007 are licensed. Local area network (LAN) is a modern high-speed, high-performance structure with more than 5 km.

network cable of the 6th category with a data transfer rate of up to 1 Gb / s intralocally.

Annually, a subscription to periodicals is carried out, which is formed on the basis of applications from the teaching staff, employees of KazAST.

The information system of the academy fully ensures the conduct of the educational process using electronic educational materials and electronic tests, as well as the processing, storage and provision of information to the teaching staff and students of the completed, current and planned educational material.

IV ADAPTATION OF THE EDUCATIONAL PROCESS AT THE KAZAKH ACADEMY OF SPORTS AND TOURISM FOR PERSONS WITH SPECIAL EDUCATIONAL NEEDS

Providing people with developmental problems with the opportunity to receive higher education within the walls of the Kazakh Academy of Sports and Tourism is considered as one of the effective mechanisms for improving their social status and the level of their demand in the labor market as adaptive sports coaches.

Accordingly, it becomes important to provide the Academy with effective support, unhindered access and multidisciplinary support for students with special educational needs in order to integrate them into the educational process of the university.

Inclusiveness, i.e. providing equal opportunities for people with disabilities to receive high-quality education, is one of the six principles proclaimed in the Concept of Kazakhstan's entry into the top 30 most developed countries in the world.

The organization of a set of conditions in KazAST to provide students with special educational needs (hereinafter OOP) with the opportunity to obtain high-quality higher and postgraduate education in order to fully realize their professional interests and needs becomes an integral part of the overall educational strategy and is a guideline of the new socio-economic policy.

Teaching students with special educational needs has features that are determined by the category of students:

- 1) by nosology, by age, by severity and structure of the disorder;
- 2) the time of its occurrence (at birth, during life);
- 3) due to the causes and nature of the course of the disease, medical prognosis, the presence of concomitant diseases and secondary disorders;
- 4) the state of the stored functions.

There are several main groups of students studying under the educational PROGRAM6B11101 "Tourism" with disabilities:

- by sight;
- by ear;
- with a violation of the musculoskeletal system.

In addition, there are students with various somatic diseases.

A center for assistance to students with disabilities (hereinafter referred to as the Center) has been opened for students with visual and hearing impairments on the basis of the department "Theoretical Foundations of Physical Culture and Sports". The center is equipped with typhocomputers, an interactive whiteboard and a laptop. Blind and visually impaired readers are provided with access to electronic information resources and printed versions of books through a special computer of new technology adapted for the visually impaired: a scanner, a screen access program, a speech synthesizer. Webcams for deaf students to communicate by lip-reading, there are electronic media (CD-ROM discs), audiobooks, video lectures on the subjects studied, books with Braille font.

There are programs in the personal technical means of students with OOP:

- for blind students, scanning printed material and reproducing it using a speech synthesizer;

- * Students with limited hearing use

the SOL (Surdo-online) remote translation system.

In order to meet the requests of readers with disabilities for publications that are not in the library's collection, a MEMORANDUM of cooperation was signed with the Ostrovsky Republican Library for Blind and Visually Impaired Citizens on interlibrary subscription (IBA), the transfer of voiced books in electronic format according to the request of the Academy Library. In order to provide educational and methodological support for the educational process for people with special educational needs, the Academy of Sports and Tourism has developed educational and methodological manuals on various aspects of inclusive education, as well as the reading room is equipped with various educational and methodological and research developments on this issue

2. The following teaching and learning strategies are used for students with musculoskeletal disorders:

- 1) listening to the opinions of each student and recognizing the importance of using existing knowledge, skills and abilities in order to develop them;

- 2) stimulating and developing learning through carefully selected tasks and activities;

- 3) modeling of problems and examples of strategies for solving them, in a way that is understandable to students;

- 4) encouraging active learning based on the research approach and research of students;

- 5) development of students' critical thinking skills.

3. A differentiated approach to the construction of the educational process for students with OOP:

- 1) involves taking into account the special educational needs of students, which are manifested in the heterogeneity of the possibilities of mastering the content of education. This provides for different versions of the program, which are created taking into account the typological and individual characteristics of students, including on the basis of an individual curriculum;

- 2) includes the organization of educational activities of various groups of students with the help of specially developed means of teaching the subject and methods of

differentiation of activities. The condition for the organization of differentiated work is the use of differentiated tasks that vary in complexity, cognitive interests, and the nature of the teacher's help.

1) project approach: the algorithm of project activity is fully preserved. As part of familiarization with the content of the section, activities for the preparation of collective / group projects are organized. Project work is not limited to lecture hours, integration with extracurricular activities is also provided.

2) Students develop ICT skills in the learning process by finding, creating and working with information, collaborating and exchanging information and ideas, evaluating and then improving their work using a wide range of equipment and applications.

3) teachers control and change pedagogical approaches in accordance with the anatomical and physiological characteristics of the body of students; depending on the severity and nature of the disease.

Teachers of practical departments of KazAST in the disciplines taught offer technical and tactical tasks to students with disabilities, depending on their physical abilities, individualize their approaches to learning, teaching and evaluation.

The equipment consists of: a multimedia complex, a video camera; a camera; audio and video materials on digital media, objects for performing exercises (for each student).

V INFORMING THE PUBLIC ABOUT THE EDUCATIONAL PROGRAM "TOURISM"

To ensure public awareness about the educational program "Tourism", information resources have been developed that allow you to receive any amount of information in a timely manner: from the organization of the educational process to all events held by the university, which are posted on the KazAST website in a timely manner.

The main tasks of the Kazakh Academy of Sports and Tourism, which determine the tactics and strategy of information policy, are the following areas of activity for their implementation: ensuring a stable flow of news for the press, radio, television; regularly informing the public about the progress of the reform, changes in OP, the formation of new educational trajectories; developing contacts with educational institutions, scientific, sports organizations and involving them in social and business partnership; advertising of educational programs, achievements of students in educational, scientific, innovative areas; study and formation of public opinion about the activities of the university for the training of specialists in the field of tourism and hospitality; promotion of the KazAST brand, preparation and conduct of PR campaigns on the most significant events and events in the life of the Academy.

In order to inform the public about the activities of the academy carried out on the basis of the principles of transparency, openness, involvement and awareness of students, teaching staff, employers and other interested persons, their initiative, constant development and adaptation to changing conditions, a "Media Center" has been created in KazAST, which, as a department of information and public relations, organizes and directs this process.

The official website of the Academy is available on the Internet at www.kazast.edu.kz, the site's information is aimed at a wide audience. The information posted on the website is updated periodically. The website is maintained in three languages: state, Russian and English.

On the main page of the site www.kazast.edu.kz there are the main menu, links to go to faculties, departments, teachers, staff, applicants, banners, news, announcements, archive of videos, links to social networks, personal accounts of students in the "Platonus" program, etc. The site has: the rector's blog, the blog of the admissions committee, designed to provide feedback to visitors of the portal. Every visitor of the portal has the opportunity to ask a question and get an answer to it in a short time.

Awareness of all stakeholders about the content of the development plan of the OP is carried out through the use of information technology <http://kazast.edu.kz/образовательные-программы> So, for example, on the website www.ft.kazast.edu.kz. materials on the implementation of the educational program "Tourism" are posted:

An important factor is the availability of a unified automated information system for managing the educational process "Platonus" <https://37.77.128.218:4443/>, which has its address on the Internet and a link to it on the official website of the Academy www.kazast.edu.kz. The Platonus system <https://37.77.128.218:4443/> provides personal virtual cabinets (web pages): Office to the registrar; Admissions Committee; Dispatch service; Personnel Department; Educational Administration; Teachers; Students, etc. Information about the qualifications that are assigned at the end of the OP can be viewed on the website www.kazast.edu.kz., about teaching, training, evaluation procedures is indicated in the student's personal account "Platonus" <https://37.77.128.218:4443/>, which has the ability to view their academic achievements, an individual curriculum, e-learning courses, video lectures uploaded by teachers, an educational and methodological complex of disciplines, a schedule of classes and sessions, announcements, etc.

Informing interested persons about educational programs, events and student clubs, where leadership qualities, self-knowledge, creative and intellectual abilities of students taking place at the academy are being implemented, is also carried out in social networks:

https://instagram.com/kazast_official?r=nametag

https://instagram.com/phoenix_kazast?

[utm_source=ig_profile_share&igshid=16qs6i3bzfhhg](https://instagram.com/allegrokazast?utm_source=ig_profile_share&igshid=16qs6i3bzfhhg)

<https://instagram.com/allegrokazast?>

[utm_source=ig_profile_share&igshid=1gjf22g7q9s7](https://instagram.com/allegrokazast?utm_source=ig_profile_share&igshid=1gjf22g7q9s7)

https://instagram.com/tomiris_kvz?

[utm_source=ig_profile_share&igshid=1xmdclmwofyaf](https://instagram.com/tomiris_kvz?utm_source=ig_profile_share&igshid=1xmdclmwofyaf)

Also, on the website www.kazast.kz information is posted on the results of external evaluation procedures. The news of the KazAST website publishes the results of the university's participation in the international OP ratings:

<http://academy.unwto.org/news/2019-02-06/unwtotedqual-certification-kazakh-academy-sport-and-tourism>

<http://academy.unwto.org/content/institutions-unwtotedqual-certified-programmes>

The academy has implemented the "Notification by e-mail" function, which automatically generates a newsletter about the latest events taking place at the academy. Issues of the effectiveness and adequacy of the use of ICT are considered at meetings of the Academic Council, the Rector's Office, the UMS, as well as at the departments of the "Whats App" group for students, undergraduates, doctoral students and teaching staff. This makes it possible to inform students and teaching staff about the change in PAYMENT in a timely manner.

Students have access to personalized interactive resources (available also during extracurricular time), to educational materials and assignments, and are provided with the possibility of a trial self-assessment of students' knowledge through remote access to the portal (website).

The Academy provides assistance in the employment of full-time graduates studying by state order and on a paid basis (sending resumes to organizations, providing available vacancies, searching for active organizations, concluding a cooperation agreement, memoranda and triple agreements with employers can be found on the website www.kazast.edu.kz and «Platonus»<https://37.77.128.218:4443/>.

Teaching staff and students are constantly published in the student newspaper

"Sport Sheberi - Master of Sports", where they inform about their activities within the framework of the academy's educational programs.

Faculty, students, undergraduates and doctoral students of the Academy actively act on the pages of national, regional and city Newspapers, magazines: Sports zhuldyzdar", "Kazakh uni", "Aikyn", Kazakhstanskaya Pravda, "Kazakhstan Zaman", "ProSport" "Sport" and the channel "Khabar", "Khabar 24", "Qazsport",

"Qazaqstan", "Almaty", "Astana" on the activities of Kazast.

Teaching staff of the Academy departments annually update the information stands of the faculties, "Our Life", etc., publish banners and portable rolaps (stands) by printing, shoot videos and create presentations, as well as update booklets on educational programs that are distributed throughout Kazakhstan: to secondary schools, sports schools, sports colleges, colleges of tourism and hospitality, to centers of additional education at the Ministry of Education and Science of the Republic of Kazakhstan.

Thanks to the information, the public, students, teachers and interested parties have an expanding range of data about their mentors, about their capabilities and merits to the university and the fatherland. A natural impulse is the desire to learn more about these or other merits of the teaching staff, about the use of new technologies in the OP <http://ft.kazast.kz/>.

KazAST conducts an active process of building mechanisms of cooperation between the academy and organizations in need of specialists in their specialties. In the course of the work carried out: the development of a unified strategy for the interaction of the structural units of the Academy with employers; the formation of mechanisms for the active participation of graduating departments in cooperation with strategic partners from among employers who have a significant impact on the labor market; the

development of a mechanism for attracting employers to participate in the educational process, evaluation of educational programs, adjustment of curricula; involvement of employers in joint research and production activities with the Academy.

The Media Center publishes information for the public on the Academy's website about cooperation and interaction with 57 leading universities of the countries of the world community in the field of tourism and hospitality.

Thus, considerable work is being carried out at the Academy to inform the public about the main activities and implementation of KazAST educational pro