

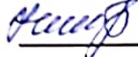


ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ  
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА  
KAZAKH ACADEMY OF SPORT AND TOURISM

## Faculty of Tourism

«Agreed»

Vice-Rector for Educational  
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**Strategic plan  
for the development and risk management  
of the educational program  
6B011102 – «Restaurant and hotel business»  
(updated as of 08/31/2022)**

### **The basis for the development of a strategic plan:**

1. Law of the Republic of Kazakhstan dated 27.07.2007, No. 319 III "On Education";
2. National Development Plan of the Republic of Kazakhstan until 2025. Decree of the President of the Republic of Kazakhstan dated February 15, 2018 No. 636 (ed. dated 02/26/2021, No. 521);
3. State Higher and Postgraduate Education of the Republic of Kazakhstan, Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 2, dated 20.07.2022;
4. Standard rules for the activities of organizations of higher and postgraduate education, approved by Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 595, dated 30.10.2018.;
5. Development strategy of the Kazakh Academy of Sports and Tourism for 2020-2025, approved by the decision of the US KazAST dated 31.01.2020, Protocol No. 6.
6. 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, 2019.

**The implementation period is 2020-2025**

**Social partners for the implementation of the strategy:**

- Kazakhstan Association of Hotels and Restaurants (KAGiR);
- Catering establishments (Cafe «Meeting place», Bar «Artichoke», restaurant «Shynar», restaurant «The Noodles», etc.);
- Accommodation enterprises, hotels, hotels, etc. (Ritz Carlton Hotel, Koktem Sanatorium, Rixos Hotel, Icer Hotel and others.);
- Research Institute of Tourism (Research Institute of Tourism);
- Kazakhstan Tourism Association (KTA);

**Objective:** To create a constantly developing innovative educational environment that provides highly professional training of qualified personnel for tourism and hospitality, who have in-demand social and personal qualities, necessary professional competencies, self-development mechanisms in the service sector.

### **Tasks:**

- Constant monitoring and analysis of labor market demands in the field of services, tourism and hospitality, the requirements of all groups of consumers of OP results.
- Modernization of the educational program taking into account professional standards and constantly changing needs of the labor market.
- Qualitative growth of human resources, ensuring the implementation and development of the educational program.
- Modernization of the educational process taking into account global trends in learning technologies and challenges of the time.
- Development of educational program management aimed at self-regulation and self-organization.
- Development of social partnership to ensure the quality of the educational program in cooperation with stakeholders.

### **Justification of the program**

The educational program (OP) of Bachelor 6B11102 – «Restaurant and hotel business» correlates with the mission, goals and objectives of the Academy for integration into the world educational space and trends of industrial and innovative development of the Republic of Kazakhstan. It is formulated taking into account the content of the State mandatory standard of Higher Education, the requirements and requests of potential consumers.

The main strategic direction of the OP is determined by competencies, implemented by graduates in the course of their work and provide consumers with information about areas of professional training, program profiles and types of professional activities for which 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 provided in two directions: the fulfillment of the requirements of the standard curricula of the disciplines of OP and the implementation of the university component, which is formed taking into account the modern requirements of the State Budget of the Republic of Kazakhstan and the demand of employers.

KazAST aims to implement a set of measures to improve the quality of training in the hospitality industry, 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 activities.

### **The main consumer of the educational program**

- public administration bodies related to the organization of the hotel business (ministries, akimats, their regional divisions and structures);
- public and private companies engaged in the restaurant and hotel business;
- service sector, enterprises related to catering (restaurants, hotels and other structures);
- property, property complexes (enterprises, institutions, organizations) and other objects of the hotel industry;
- research organizations that study the problems of nutrition development, marketing in food organizations;
- educational institutions that train middle-level specialists in hotel management;
- advertising agencies engaged in the promotion of services in the restaurant and hotel business to the domestic and foreign markets;
- information resources and systems, means of providing automated information systems and their technologies, etc.;
- other organizations and companies whose activities are related to specializations established by the councils of universities.

### **Information about the educational program**

**Duration of study:** full training on the basis of general secondary education – 4 years, according to the reduced educational program on the basis of technical and vocational education (related programs) – 3 years, according to the reduced educational program on the basis of higher education – 2 years.

**Degree awarded:** in accordance with the State Higher Education System of the Republic of Kazakhstan, a **bachelor's** degree is awarded

### **Qualification levels**

Education level	The level according to the NRK	Level according to the EPC
Bachelor	6	6

### **Expected results of the strategy:**

- satisfaction of Kazakhstan's need for highly qualified personnel for the tourism and hospitality industry, specialists with creative and critical thinking capable of performing professional tasks in the changing conditions of a high-tech economy based on knowledge;
- qualitative growth of incoming applicants;
- satisfaction of graduates and their parents with the availability and quality of educational services with a score of 9 on a 10-point scale;
- increasing the number of educational programs to train specialists in the most promising and sought-after professions in the labor markets;
- increase in the share of full-time graduates who found a job no later than 1 year after graduation;
- an increase in the share of teachers with academic degrees, various-level awards, distinctions aimed at professional growth and development;

- high-quality positioning in the international and regional educational services market with a clear focus on increasing competitive advantages.

### Implementation plan of the OP development strategy

№	Activities at the stages of development	Deadlines	Responsible performers	Expected result
<b>Studying and meeting the needs of the labor market</b>				
1	Monitoring forecasts of labor markets in Kazakhstan and Central Asia.	Annually	Specialist of the UMO on employment of the UMO, the Academic Committee of the OP in the field of training	Calculation of market needs for the development of OP and trajectories
2	Exploring updates to the Atlas of Professions	Annually	Academic Committee of the OP in the field of training	Development of demanded OP, adjustment of competencies
3	Study of forecasts of the economy's need for personnel in the most popular and promising professions	Annually	Deans	Formation of a bank of demanded competencies for updating the OPERATING system
<b>Improvement of organizational and pedagogical conditions implementation of the educational process</b>				
4	Updating the content of educational materials of the educational program in accordance with the required competencies of professional standards, industry associations and employers	Before the start of the school year	Head of departments, teaching	Current training materials, point-based training
5	Implementation of practice-oriented methods and technologies in training (training in the context of professional activity in organizations, mentoring)	From September 2022.	staff Head of Departments, teaching staff	Practical training at the workplace.
6	Implementation of current and interim certification procedures taking into account international experience	2023	Registrar's Office	New methods of knowledge control
7	Formation of updated sets of control and evaluation materials for current, intermediate and final attestations in academic disciplines and professional modules	2021-2024	Registrar's office, departments	Bank of control materials
8	Organization of permanent methodological seminars on the use of active teaching methods,	Annually	UMO, VVC, OR	Introduction of innovative teaching and

	information, modular, personality-oriented and other technologies in the educational process			assessment methods into the educational process
<b>Human resource development</b>				
9	Ensuring compliance of the qualification level of teaching staff with the established requirements (competitive substitution, training in the doctoral program of teaching staff)	Constantly	OPID, Deans, Head of departments	Compliance with qualification requirements
10	Involvement of external qualified practitioners in conducting training sessions	Constantly	Deans, heads of departments	Improving the quality of training sessions
11	Improvement of the incentive system for teaching staff engaged in the introduction of advanced techniques and technologies into the educational process	2021	Academy Management	Increasing the motivation of teaching staff
12	Implementation of the professional development program of teaching staff	Annually	Development of continuing education	Development of continuing education
<b>Development of continuing education</b>				
13	Development and implementation of additional professional programs for promising and sought-after professions in the field of tourism and restaurant business hotel business	from 2021-22 academic year	Deans, OPOiK	Expanding the market of consumers of services
14	Development of open education through ICT (e-learning, distance learning technologies) mass online courses, etc.	from 2022-23 academic year	Deans, OPOiK	Expanding the market of consumers of services, meeting the needs of society
<b>Consolidation of stakeholders</b>				
15	Updating the basic educational program taking into account the requirements of professional standards, the needs of employers	Constantly	Deans, Academic Committee of the OP in the field of training	Updating the OP
16	Organization of external substantive examination of the educational program	Constantly	Deans, Academic Committee of the OP in the field of training	Participation of employers in determining the quality of educational program development, quality assurance
17	Organization of work of attestation commissions	Every year	Deans	Conducting the final

	together with representatives of employers to assess the readiness of graduates.			certification of graduates.
18	Monitoring the satisfaction of social partners with the quality of educational services	Every year	Deans, VVC	Passage of the NCT by graduates of the Academy
<b>Development of MTB and information resources</b>				
19	Replenishment of the library fund, taking into account the update	Constantly	Library	Modern information library base
20	Equipping classrooms and specials. offices with modern technical means and equipment	Every 2 years	AHCH	Modern equipment
21	Introduction of electronic services and document management	2022-2023 academic year	ITO	Remote provision of services for issuing certificates and updating internal electronic document flow
<b>Organization of career guidance</b>				
22	Conducting modern professional orientation and career development counseling	Annually	Deans, Head of departments	Introduction of a new model of career guidance based on the personal orientations of graduates of schools, special colleges and the demand of the labor market
23	Involvement of graduate students in conducting practical classes for schoolchildren	Annually	Head of departments, specialist in the practice of UMO	Preparation of a motivated applicant
24	Organization of Olympiads and competitions for schoolchildren for the Rector's grant and the right to study benefits	Annually	PCs, Deans	Attracting a high-quality entrant
<b>Monitoring the quality of training</b>				
25	Monitoring the employment of graduates in their profession	Every six months	UMO Employment Specialist, Deans, Advisors	Information about employment, as an indicator of quality IS DETERMINED
26	Postgraduate support of graduates for 3 years	Annually	VVC	Information about the quality of OPTICS

27	Monitoring of employers' satisfaction with the availability and quality of educational services	Annually	VVC	Information about the quality of OPTICS
28	Monitoring of graduates' satisfaction with the quality of education received	Constantly	VVC	Information about the quality of teaching and the demand for disciplines and modules
29	Monitoring students' satisfaction with the quality of teaching	1 time in 5 years	Academy Management	Guarantee of quality and prestige of OP

### The graduate's competence model

1	<b>Educational program</b>	6B011101 – Tourism
2	<b>Education level</b>	National Qualifications Framework – Level 6
		European Qualifications Framework – Level 6
3	<b>Degree awarded</b>	Bachelor
4	<b>Qualification</b>	Bachelor in Services
5	<b>General characteristics of the graduate</b>	<p>Functions of professional activity</p> <p>A graduate in the specialty of OP 6B11102 - «Restaurant and hotel business» should be prepared to perform the following functional duties:</p> <ul style="list-style-type: none"> <li>- to organize highly efficient service to consumers of services;</li> <li>- participate in solving organizational and strategic tasks;</li> <li>- create comfortable conditions for staying in hotels and tourist, restaurant complexes;</li> <li>- to advise consumers on the issues of services provided;</li> <li>- to control the quality of services provided;</li> <li>- to monitor the placement of consumers; to manage conflicts and stresses in professional activities;</li> <li>- consider claims and take measures to prevent them;</li> <li>- to monitor the work of personnel, to ensure cleanliness and order in the premises of restaurants, hotels and tourist complexes, to comply with the rules and norms of labor protection and the requirements of industrial sanitation and hygiene; to use in modern society.</li> <li>- environmental processes and phenomena;</li> <li>- the necessary concepts in the performance of professional activity to solve meaningful natural-scientific problems;</li> <li>- fundamentals of the Constitution of the Republic of Kazakhstan, ethical and legal norms regulating human relations to man, society and nature; be able to take them into account when solving professional tasks;</li> <li>- possess ecological, legal, informational and communicative culture, elementary communication skills in a foreign language;</li> <li>- compliance with the laws of the market economy, public, democratic state structure;</li> </ul>

		<ul style="list-style-type: none"> <li>- be ready to show responsibility for the work performed, able to independently and effectively solve problems in the field of professional activity;</li> <li>- be able to organize your work scientifically, ready for the use of computer technology in the field of professional activity;</li> <li>- be ready for positive interaction and cooperation with colleagues;</li> <li>- be ready for continuous professional growth, acquisition of new knowledge;</li> <li>- to know the basics of entrepreneurship and the specifics of entrepreneurship in the professional sphere;</li> <li>- have a scientific understanding of a healthy lifestyle, possess the skills and abilities of physical improvement;</li> <li>- know the state language and maintain documents in the state language.</li> </ul>
6	<b>Areas of professional activity</b>	The field of professional activity of a graduate of the educational program " restaurant business and hotel business " is tourism and the hospitality industry, as well as science, education, state regulation and other areas of human activity directly or indirectly related to the hotel business and restaurant business.
7	<b>Objects of professional activity</b>	<ul style="list-style-type: none"> <li>- public administration bodies related to the organization of the hotel business (Ministries, akimats, their regional divisions and structures);</li> <li>- public and private companies engaged in restaurant and hotel business;</li> <li>- service sector, enterprises related to the organization of catering (restaurants, hotels and other structures);</li> <li>- property, property complexes (enterprises, institutions, organizations) and other objects of the hotel industry;</li> <li>- research organizations engaged in the study of the problems of Nutrition Development, Marketing in catering organizations;</li> <li>- educational institutions that train middle - level specialists in hotel management;</li> <li>- advertising agencies engaged in the promotion of services in the restaurant and hotel business to the domestic and foreign markets;</li> <li>- information resources and systems, means of providing automated information systems and their technologies, etc.;</li> <li>- other organizations and companies whose activities are related to the specializations established by the councils of higher education institutions.</li> </ul>
8	<b>Types of professional activity (profession)</b>	<ul style="list-style-type: none"> <li>- organizational and managerial;</li> <li>- production and technological;</li> <li>- service and operation;</li> <li>-research;</li> <li>- education;</li> <li>- expert</li> </ul>
9	<b>Key competencies</b>	To determine the main stages and patterns of the historical development of Kazakhstan, to apply philosophical, socio-political, psychological knowledge in the understanding of



		<p>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 cognition.</p>
		<p>To use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the possession of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian, foreign languages and the culture of academic honesty.</p>
		<p>To implement the principles of comprehensive personal development by improving physical, spiritual, cultural, psychological, aesthetic and other qualities necessary for a specialist in the field of hospitality in the conditions of modern society, state policy, national unity, intercultural harmony in order to counter illegal and corrupt actions by means of methods of physical culture, environmental education and research activities.</p>
		<p>Apply the principles of strategic planning, economic control, accounting and business management in the organization, coordination, administrative and economic management and the process of accounting for the material and technical base of the hospitality sector using new information technologies, regulatory documentation, the legislative framework of the Republic of Kazakhstan and the global Code of Ethics in order to create effective activities and a favorable atmosphere of enterprises areas of hospitality.</p>
		<p>To make programs of animation, cultural events, business meetings, celebrations, banquets, holidays and conferences in the hospitality industry, taking into account service quality standards and food safety principles based on risk analysis and critical (HACCP) accepted at the international and state level for a comfortable and pleasant time at events.</p>
		<p>To use fundamental theoretical knowledge and practical skills necessary for the implementation, planning and control of the activities of the Food and Beverage department (F&amp;B), taking into account the basics of food production process management and guest service technology, marketing analysis and promotion of services provided in the field of restaurant business.</p>
		<p>To design new directions in the field of hospitality, to create catering and accommodation enterprises through the use of franchising methods, new information technologies in the field of services, the basics of entrepreneurship, management and marketing in the conditions of the international market economy of the restaurant and hotel business in Kazakhstan.</p>
		<p>To organize and coordinate the work of the department of booking, registration, accommodation and calculation of guests, through the use of innovative programs and information systems to automate services in compliance</p>

		with service standards, professional ethics and etiquette of service activities of all services of the hotel complex or other accommodation facilities.
		Plan and organize the work of the wellness center of the hotel, manage the internal and external motivation of employees with their competence and knowledge in the field of theoretical foundations of climatology and climatotherapy, balneology, mud therapy, hydrotherapy and other means that have a healing effect on the human body in a hotel complex.
		To develop the design of infrastructure facilities and spatial complexes intended for recreation, using innovative ideas, modern technologies and materials that attract guests with their novelty, architecture and gastronomic features of the regions, by means of improving logistics systems and the quality of services provided by the staff of the hotel and restaurant business.
		Choose the most effective methods of providing information, consulting, accounting and related services to guests when providing assistance related to tourist navigation, sightseeing services, animation events, visits to recreation areas, museums, theaters and other leisure complexes using booking systems, travel (air, railway, auto, cruise) tickets, car rental, with the provision of the necessary documentation.
		To assess the prospects for the creation and implementation of hospitality enterprises, taking into account the formation of tourist flows and centers for various types of tourism (business, gastronomic, resort, cultural, sports, etc.) and the impact on them of scientific and technical development of tourism infrastructure, restaurant and hotel business.
		Demonstrates an understanding and commitment to the culture and principles of academic integrity.
10	<b>Possible areas of repurposing</b>	Service Manager, administrator, HRM specialist, barista, sommelier, etc.

### **Risk management:**

The process of implementing the OP determines the need to take into account possible risks and procedures for their management.

Risks arise from the specific features of educational activity, which is expressed in the impossibility of assessing the quality until the program is fully completed and the graduate is awarded the appropriate degree. Also, the quality of education in monetary terms is immeasurable, etc., which implies the development of various kinds of techniques and methods of risk management, with the formulation of specific tasks in certain situations.

Risk analysis is focused on understanding their importance and willingness to make preventive decisions. Possible solutions are considered within the framework of the management of educational programs, the search for the most effective methods at the meetings of the Academic Committee of the OP in the field of training.

### **Possible risks:**

- insufficient enrollment of applicants;
- a sharp change in market conditions caused by external unforeseen factors;
- increase in the cost of educational services;
- insufficient grant funding (reduction of the state order);
- low initial level of entrants' competencies;
- lack of highly qualified teaching staff;
- problems of information security of automated systems;
- high competition for individual programs;
- limitation of academic mobility due to insufficient language competencies and the difference in the cost of educational services in comparison with foreign universities;
- insufficient financial opportunities when inviting foreign scientists.

### Measures to prevent possible risks

№	Name of risks	Probability of risk	Possible consequences	Prevention measures
1	Insufficient enrollment of applicants	low	Budget and staff reduction	Targeted career guidance work Marketing for new OP Training of personnel by order of employers
2	The increase in the cost of educational services	low	The decrease in the ability to pay students, the growth of arrears in payment for educational services.	Introduction at the stage of the admission committee of the assessment of solvency and consolidation of the contract.
3	Low initial level of entrants' competencies	low	A decrease in the rate of academic development of the student, respectively, mastering the OP with not high results.	Introduction of a system of benefits for tuition fees
4	Lack of highly qualified teaching staff	low	Decrease in the quality of specialist training	Training of scientific and pedagogical personnel through doctoral studies (in the doctoral program of the Academy, targeted grants in other universities of the Republic of Kazakhstan, in foreign partner universities)
5	Операторлар арасындағы жоғары бәсекелестік	low	Loss of part of the contingent	Improving the quality of program implementation.
6	High competition among OPERATORS	medium	Reducing the attractiveness of the program and the quality of training specialists.	Advanced training of teaching staff. Implementation of academic mobility in foreign universities.
7	Reduced opportunities for academic mobility due to the language barrier and tuition fees at a foreign university.	medium	Decrease in the quality of specialist training	Organization of foreign language courses, with the support of the Academy. A reward system for those who have mastered a foreign language. Involvement of native

				speakers in teaching. Development of exchange programs.
8	Insufficient financial opportunities to invite foreign scientists	medium	Reducing the number of incoming	Expansion of exchange programs with partner universities. The use of remote technologies in teaching by leading scientists of foreign scientists.

**\*Risk probability scale**

<b>Risk probability assessment</b>	<b>Interpretation of the estimate in the time range</b>
Low	The event occurs no more than once every 4 years
Average	The event can occur once within 3 years
High	The event can occur within 2 years
Very high	The event is likely to happen this year