



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

Approved

at the meeting of the Board of Directors
NJSC Kazakh Academy of Sports and Tourism
Protocol no. 92 from "04" 06 2025 year

President, Professor



Zakiryanov K.K.

EDUCATIONAL PROGRAM

Name: «Tourism»

Level of training: Master's degree

Code and classification of education	7M11 - Services
Code and classification of training areas	7M111 – Service sector
Educational program group	M147 – Tourism
Educational program	7M11101 – Tourism



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ӘЗІРЛЕУШІЛЕР/ РАЗРАБОТЧИКИ / DEVELOPERS

ОӘЖ жөніндегі проректоры / Проректор по УМП / Vice-rector for educational and methodical work Нурмуханбетова Д.К.
ТФ декан / Декан ФТ / Dean of FT Агелеуова А.Т.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc. prof. Тульбаева А.Т.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc. prof. Жаксыбекова Д.К.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc. prof. Қадырбекова Д.С.
2 курс магистранты / магистрантка 2-го курса / 2nd year master's student Пазылова З.С.
4 курс студенті / студентка 4-го курса / 4th year student Хобдабергенова А.А.

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

"Студенттер Альянсы" Студенттік өзін-өзі басқару органының төрағасы/ Председатель органа студентского самоуправления "Альянс студентов" / Chairman of student self-government body "Alliance of Students" Серікбай Н.

КЕЛІСІЛДІ/СОГЛАСОВАНО/AGREED

ОБ жетекшісі/ Руководитель УУ/Head of educational department Пя Д.Р.
ОР жетекшісі /Руководитель ОР / Head of registry Department Қалабаева А.К.
Әлеуметтік-гуманитарлық пәндер кафедрасы/Кафедра Ибраимова А.А.
социально-гуманитарных дисциплин/ Department of Social and Humanitarian Disciplines
Анатомия, физиология және спорт медицина кафедрасы/ Анатомия, физиологии и спортивной медицины/ Кисебаев Ж.С.
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 Белегова А.А.
Гимнастика және жүзу кафедрасы/ Кафедра гимнастики и плавания/ Department of gymnastics and swimming Ермаханова А.Б.
Қазақ, орыс және шет тілдер кафедрасы/Кафедра казахского, русского и иностранных языков/ Department of Kazakh, Russian and Foreign Languages Оспанова А.Б.
Спорттық ойындар кафедрасы/ Кафедра спортивных игр/ Department of Sports Games Кефер Н.Э.



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**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 TRAVEL1»
/Director of the tourist company LLP «EVISA
TRAVEL»



Еспенбетов Н.С.



Батырбеков Н.Н.



Миниханова С.В.



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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 (ҚҚЖМК) / Казахстанская
ассоциация гостиниц и ресторанов (КАГиР) /
Kazakhstan Association of Hotels and Restaurants
(KAGiR)



Ходоровская Т.Г.



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Образовательная программа рассмотрена и рекомендована на заседаниях УМБ факультетов:

Протокол № ___ от «__» ____ 20__ года
Председатель УМБ ФТ
Заседание УМС КазАСТ
Протокол № 5 от «24» 04 2025 года

УТВЕРЖДЕНО решением УС КазАСТ
Протокол № 10 от «30» 05 2025 года



Агелеуова А.Т.



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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 No. 152 dated April 20, 2011	About the approval of the Rules of the organization of the educational process on credit technology of training
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	On approval of Standard rules of activity of educational organizations of the corresponding types and types
Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 604	On the approval of the state mandatory standards of education at all levels of education
Order of the Minister of Education and Science of the Republic of Kazakhstan dated December 4, 2018 No. 665	Algorithm of inclusion and exclusion of educational programs in the Register of educational programs of higher and postgraduate education
Appendix to the order of the Director of the Central Bank and Academic Mobility of the Ministry of Education and Science of the Republic of Kazakhstan, No. 45 o/d dated 30.06.21.	Guidelines for the development of the OOP of higher and postgraduate education of the Ministry of Education and Science of the Republic of Kazakhstan.
Appendix to the order of the Director of the Central Bank and Academic Mobility of the Ministry of Education and Science of the Republic of Kazakhstan, No. 12 o/d dated 14.01.21.	Regulations on the register of higher and postgraduate education.
Order of the Ministry of Education and Science of the Republic of Kazakhstan dated March 20, 2015 No. 137	About the approval of requirements to educational organizations for the provision of distance learning and rules for the organization of the educational process for distance learning
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	Professional standard «Tourism»



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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



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	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



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	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

MES RK	Ministry of Education and Science 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



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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 EP "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



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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.



I. GENERAL CHARACTERISTICS OF EDUCATIONAL PROGRAMS

1.1 Goals and objectives of the educational program 7M11101 – "Tourism"

The educational program (OP) Master's degree 7M11101 – "Tourism" 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.

Within the framework of the educational program 7M11101 "Tourism", scientific and pedagogical personnel are being trained:

- scientific and pedagogical with a training period of 2 years.

The scientific and pedagogical magistracy implements professional training programs of postgraduate education for the training of scientific and pedagogical personnel for the system of higher, postgraduate education and the scientific sphere with in-depth scientific and pedagogical training.

Objectives of the educational program 7M11101 "Tourism":

- preparation of graduates for production and management activities at enterprises of various spheres and sectors of the economy of Almaty, Almaty region and the Republic of Kazakhstan, as well as for activities related to the management and regulation of tourism in the region, the state;

- training of highly qualified scientific personnel for research centers and structural divisions of enterprises engaged in scientific developments in the field of micro and macroeconomics, as well as for solving problems related to the rational use of resources, increasing the economic efficiency of economic activities of tourism enterprises;

- training of highly qualified teaching staff for the system of higher and postgraduate education;

- preparation of graduates for integrated management and implementation of innovative projects, teamwork, including international;

- preparation of graduates for continuous professional self-improvement, career growth, mobility in a changing external environment; development of creative potential, initiative and innovation among undergraduates, the ability to master new professional knowledge and skills in accordance with the requests of domestic and foreign employers;

- preparation of graduates for production and technological activities in the field of rational use of production resources, identification of reserves for improving the economic efficiency of economic activities of tourism enterprises in Almaty, Almaty region and the Republic of Kazakhstan as a whole.

The objectives of the educational program 7M11101 "Tourism" proceeding from the goals are as follows:

- mastering the most important and stable knowledge that provides a holistic perception of the scientific picture of the world;

- deepening of theoretical and practical individual training of undergraduates in the chosen direction of tourism science and pedagogical activity;

- development of students' ability to self-improvement and self-development, needs



and skills of independent creative mastery of new knowledge;

- acquisition of skills in organizing and conducting scientific research;
- obtaining the necessary knowledge in the field of university pedagogy and psychology and teaching experience at the university.

1.2 Description of the content, scope, object, subject and functions of the professional activity of the graduate of EP 7M11101 – "Tourism"

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

The formation of the objectives of the educational program, 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 the specialty 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 is aimed at implementing a set of measures to improve the quality of training of tourist personnel, allowing him to effectively implement his professional knowledge and practical skills in accordance with the strategic goals of the state in the field of tourism activities.

The main indicators of EP.

The graduate is awarded an academic degree:

- in the scientific and pedagogical direction – Master of Science in the educational program 7M11101 "Tourism".

The objects of professional activity of graduates of the master's degree in the specialty 7M11101 "Tourism" are:

- research institutions;
- public administration bodies;
- educational institutions and others.

The educational program 7M11101 "Tourism" is developed by the graduating Department of Tourism and Service in accordance with the requirements of the SES, and is also approved on the basis of the decision of the Academic Council of KazAST of the modular and working curriculum. On the basis of the modular curriculum and QED, the presentation of elective courses and registration of undergraduates is carried out, an individual master's curriculum is compiled, on the basis of which a working curriculum (RUP) for this educational program for the academic year is compiled.

The educational program 7M11101 "Tourism" was developed on the basis of the Dublin descriptors of the second level of higher education (Master's degree) and reflects the acquired competencies expressed in the achieved learning outcomes.

Descriptors reflect learning outcomes that characterize the student's abilities:

- 1) demonstrate developing knowledge and understanding in the field under study, based on advanced knowledge of this field, when developing and (or) applying ideas in



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the context of research;

2) apply their knowledge, understanding and abilities at a professional level to solve problems in a new environment, in a broader interdisciplinary context;

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

4) clearly and unambiguously communicate information, ideas, conclusions, problems and solutions to both specialists and non-specialists;

5) learning skills necessary for independent continuation of further education in the field of study.

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

– the objectives of the block of general education disciplines (OOD) are: mastering the humanitarian culture, ethical and legal norms governing relations to man, society, the environment, the culture of thinking and a healthy lifestyle.

Upon completion of the study of the compulsory disciplines of the OOD cycle, the student will be able to:

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

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

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

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

5) use methods and techniques of historical description to analyze the causes and consequences of events in the modern history of Kazakhstan;

6) assess 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 of research of a specific science, as well as the entire socio-political cluster;

9) develop their own moral and civic position;

10) to operate with social, business, cultural, legal and ethical norms of the Kazakh society;

11) demonstrate personal and professional competitiveness;

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

13) to carry out the choice of methodology and analysis;

14) summarize the results of the study;



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

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

17) implement the use of language and speech means based on the system of grammatical knowledge; analyze information in accordance with the communication situation;

18) evaluate the actions and actions of communication participants;

19) use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for the search, storage, processing, protection and dissemination of 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 methods and means of physical culture.

The disciplines of the OOD cycle are interdisciplinary in nature.

The objectives 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 OP.

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

The realization 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 PD cycles are interdisciplinary and multidisciplinary in nature, providing training at the junction of a number of fields 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 graduate model, which are given in the educational program.



II STRUCTURE OF THE EDUCATIONAL PROGRAM

Educational program passport

№	Field Name	Content
1	Code and classification of the field of education	7M11 – Services
2	Code and classification of the field of study	7M111 – Service Sector
3	Group of educational programs	M147 – Tourism
4	Name of the educational program	7M11101 – Tourism
5	Type of the educational program	Active (existing)
6	Program objective	To train highly qualified scientific personnel for the system of higher and postgraduate education, research centers, and structural divisions of enterprises engaged in scientific research in the fields of micro- and macroeconomics, as well as for solving tasks related to the rational use of tourism and recreational resources and increasing the economic efficiency of tourism enterprises.
7	Level according to the National Qualifications Framework (NQF)	Level 7
8	Level according to the Sectoral Qualifications Framework (SQF)	Level 7
9	Mode of study	Full-time
10	Language of instruction	Kazakh, Russian
11	Program workload	120 academic credits / 120 ECTS
12	Awarded academic degree	Master of Science in the educational program 7M11101 – Tourism
13	Availability of license appendix for the training direction	AB No. 0137383
14	Accreditation status of the educational program	Available
	Name of the accreditation body	IAAR (Independent Agency for Accreditation and Rating)
	Accreditation validity period	24.05.2024 – 23.05.2029



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Learning outcomes according to the educational program

Learning results (LR)	Learning results (LR)	Descriptors
LO1	To critically analyze the main stages of the development of the history and philosophy of science in order to create innovative trends and management techniques in the field of hospitality, as well as to promote the professional development of the culture of interpersonal communication in a multilingual society of multinational Kazakhstan.	D1
LO2	To create a unique trajectory of professional development in accordance with the psychology and pedagogy of higher education, methods, forms and trends of formation and management of the pedagogical process in the conditions of transformation of public consciousness, spiritual and cultural growth, as well as the requirements of the modern labor market, the regulatory framework of the Republic of Kazakhstan and international standards of tourism	D2
LO3	Plan and implement their research activities in the field of tourism, hospitality, pedagogy and innovative areas of the service sector by forming methods, means and forms of research activities, taking into account current trends in the tourism economy and professional requirements in order to create a unique product that can meet the needs of society, the state and the hospitality sector.	D3
LO4	Apply professional skills in the field of organization of tourist activities, registration of tourist formalities, increasing the volume of sales of the enterprise, providing consulting and information services to tourists in the formation of a tourist product on alternative types of tourism in the conditions of modern economy and sustainable tourism development.	D3
LO5	To develop a program of functional management of systems: information, anti-crisis, financial and investment management at the international, national and regional levels, by systematizing knowledge about the history of formation, current conditions and prospects for the development of ideas about tourism, the philosophy of hospitality and the service sector, in order to implement the results of research activities in the field of professional regulation and quality management of tourism industries.	D4
LO6	To design management systems for a tourist enterprise with the definition of the policy and economic strategy for the development of the organization's activities, work processes of interaction of managers, employees, departments and departments of the enterprise among themselves and with tourists, society and the state, paying special attention to the principles of creating and managing a team, its development, transformation of conflict situations, motivations of employees to their professional and personal growth.	D1
LO7	To develop a unique strategy for creating and managing an innovative tourist product as an object of branding tourist destinations based on natural, cultural, historical, ethnographic objects of the sacred geography of the Republic of Kazakhstan and UNESCO world heritage, as well as to implement this product by means of coordinating marketing activities in a tourist enterprise.	D4
LO8	Evaluate current trends and prospects for strategic development of tourism at the international, national and regional levels, taking into account innovative methods psychological, pedagogical and research activities, theoretical and practical foundations of sustainable development of the tourism industry.	D2



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Information about disciplines:

Module name	Learning outcomes of the module	Name of the discipline	Brief description of the discipline	Number of credits	Academic hours	Learning result (LO)
ЦИКЛ БАЗОВЫХ ДИСЦИПЛИН						
Module of History, philosophy and scientific research	To critically analyze the main stages of the development of the history and philosophy of science in order to create and use innovative methods in research and special scientific methods in tourism, as well as to promote the professional development of the culture of interpersonal communication in a multilingual society of multinational Kazakhstan.	History and philosophy of science	The discipline is aimed at studying the ideological foundations of science, the emergence and formation of philosophical science. The study of the structure and level of scientific knowledge, the main concepts and directions of the non-classical and post-neoclassical stages of the development of the history and philosophy of science. Consideration of science as a profession, ideals and norms of science.	4	120	1,3
		Foreign language (professional)	The discipline is aimed at improving the skills of speaking, reading, writing and listening within the framework of professionally-oriented topics; teaching techniques for working with specialized literature, encyclopedic, explanatory and terminological dictionaries; developing the skills of oral and written translation of texts in the specialty.	4	120	1
		Methodology of research activity in tourism	The discipline reveals the specifics of the forms, methods and types of research of tourist activity, the features of scientific knowledge, management and marketing, the construction of economic and mathematical models of tourism. The course explores the basics and methodological techniques in organizing and conducting tours, excursions, routes of various directions, as well as the methodological foundations of international cooperation in tourism. Particular attention is paid to financial and regulatory literacy in the field of scientific research in the field of tourism.	5	150	3,5,8
		Methods of scientific research in tourism	The discipline gives an idea of the methodology of scientific research, a scientific approach to solving research problems and assessing their relevance, allows you to acquire analytical skills with scientific literature. In the course of studying the discipline, an idea of science as a specific form of cognition is formed, as well as about the principles and methods of scientific research in the tourism industry.	5	150	3,5,8
Module of pedagogy and psychology	To develop innovative and apply existing methods of organizing the pedagogical process of training specialists in the tourism industry and	Higher school pedagogy	The discipline is aimed at studying the modern paradigm of higher education, the system of higher professional education in Kazakhstan, the methodology of pedagogical science, the organization of the learning process based on the credit system of higher education, the development of traditional	4	120	2,7,8



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	hospitality, taking into account the psychological foundations of higher education and the specifics of professional activity.		and innovative methods and forms of organization of training, new educational technologies in higher education.			
		Management Psychology	The discipline is aimed at forming systematic ideas about the psychological patterns of managerial activity, creating a complete indicative basis for the study of this type of work, revealing the specifics of the use of psychological knowledge in the structure of the activity of the head, the formation of undergraduates' skills in analyzing the psychological causes underlying the decline in management efficiency.	4	120	2,8
		Methods of teaching tourist disciplines	The discipline contains the basic principles of creating an effective pedagogical process aimed at mastering the necessary competencies by specialists in the field of tourism. The course reveals the content of innovative methods in teaching tourism disciplines, focuses on methods of forming a comprehensively developed personality as the basis of modern society, as well as skills for developing training programs in accordance with standards Ministry of Education and Science of the Republic of Kazakhstan.	5	150	2,7,8
		Training of specialists in tourism	The discipline reveals the basic laws of the pedagogical process and objectively stable connections between phenomena and components of an integral system of acquiring and mastering knowledge, skills and abilities in the field of training specialists in the tourism industry. The course allows you to master the skills of compiling educational and methodological documentation, lesson plans using innovative models and standards of the Republic of Kazakhstan.	5	150	2,7,8
Module of cultural heritage and sacred geography of Kazakhstan	To develop a unique strategy for creating and managing an innovative tourist product as an object of branding tourist destinations based on natural, cultural, historical, ethnographic objects of the sacred geography of the Republic of Kazakhstan and UNESCO world heritage, as well as to implement these principles in their professional and pedagogical practice.	Cultural heritage and sacred geography of Kazakhstan	The discipline reveals the principles of the formation of the concept of "cultural heritage" as a fundamental factor in the development of tourist destinations, as well as its impact on increasing the information content and attendance of objects of history, ethnography, culture, archeology of Kazakhstan. The course defines the directions in the development of alternative types of tourism through a comprehensive study of places of tourist interest reflected in the projects "Sacred Geography of Kazakhstan", "Seven Facets of the Great Steppe", UNESCO cultural heritage sites, etc.	5	150	3,4,5
		Sacred tourism	The discipline deals with ethnographic, religious and pilgrimage tourism, issues of the revival of holy places, pilgrimage	5	150	1,7



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			holy and healing places, as well as prospects for the development of sacred tourism in Kazakhstan are being studied. Research work is being carried out to study the cultural and cognitive possibilities of the development of sacred and pilgrimage tourism.			
		Pedagogical practice	Pedagogical practice is aimed at developing practical skills of teaching and learning methods at the higher school level for students of the relevant direction. Practice contributes to the accumulation of practical experience in conducting lectures, practical classes, SRS, SRSPS, extracurricular, creative and practice-oriented forms of organizations of the psychological and pedagogical process of mastering professional competencies.	5	150	8
CYCLE OF PROFILE DISCIPLINES						
Module management trends and sustainable development in the tourism industry	Evaluate current trends, functional types and prospects of strategic development and management of tourism entities and processes at the international, national and regional levels, taking into account innovative methods of conflict transformation in professional research activities, theoretical and practical foundations of sustainable development of the tourism industry.	Management coaching: effective leadership	The course “Management Coaching: Effective Leadership” reveals a new style of leadership and management based on delegated responsibility of the team and achieving set goals. A coaching approach to management involves abandoning old methods of directive leadership, awakening the internal motivation of its employees, using the synergy of team interaction for planning, generating ideas and creating an effective basis for business development.	4	120	1,5,6
		Functional types of management in tourism industry organizations	The discipline examines the essence and interrelation of functional management, organizational structures, principles, methods and features of management in the tourism industry. The course covers the issues of planning, management and control, information, financial and investment management, as well as the principles of anti-crisis quality management in tourism organizations and the promotion of a tourist product. Particular attention is paid to ways to achieve competitive advantages and strategies for the economic security of tourism enterprises.	4	120	5,6,7
		Modern trends in tourism management	The discipline reveals the principles of developing international, national and regional trends in the field of tourism management, human capital and investments, as well as the entire tourism industry as a whole. The course is aimed at studying the general policy of international and public administration in the field of domestic, inbound and outbound tourism, as well as providing tourist formalities and promoting a tourist product in a market economy and innovative trends.	5	150	3,7,8



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		Transformation of conflicts in the tourism industry	The discipline forms a holistic view of the psychology of the emergence, signs and causes of conflict situations, conflict management and resolution, as well as their effective transformation in the modern tourism industry. The course examines the phenomenon of the formation of a professional team, and the processes taking place in it, taking into account the individual characteristics of each	4	120	1,4,5,6,7
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			employee. Special attention is paid to practical methods and techniques of transformation and conflict resolution.			
		Theory and practice of sustainable tourism development	The discipline reveals theoretical and practical issues of the formation of the tourism services market using UNWTO recommendations, international professional experience in the field of sustainable industrial and innovative development of the tourism industry. The course allows you to effectively analyze the state standards of management and regulation of tourism activities in the country, the legal basis for the formation of tourist infrastructure, as well as methods of promoting the national product in a sustainable tourism environment in accordance with the SDGs goals.	4	120	4,7,8
Hospitality Philosophy and Research Practice Module	To develop, use in practical and research activities innovative strategies in the development of the tourism industry in the international and regional tourism market, taking into account the specific features and philosophical categories in the culture of the restaurant business, hotel business and the tourism industry as a whole.	Innovative tourism development strategies	The discipline is aimed at developing the necessary skills in the field of analysis, development and implementation of innovative strategies for the development of a tourist product, firms and organizations of the tourism industry. The course reveals the main approaches to strategic planning of tourism at the state, regional and local levels, using the principles of management, marketing, research activities for the development of domestic and inbound tourism.	5	150	6,7,8
		The philosophy of hospitality	The discipline reveals the features of the functional activities of enterprises engaged in the market of hospitality services. The course involves a consistent study of the principles and features of the functioning of different types of enterprises: the industry of accommodation, catering, transportation, recreational business in accordance with the national characteristics of the tourism market. Special attention is paid to: fundamental works in the field of hospitality, a practical example of building a successful business using the basics and principles of hospitality.	4	120	1,3,4,5
		Culture of restaurant business and hotel business	The discipline is aimed at determining the role of the culture of society in the creation, management and development of enterprises in the restaurant and hotel business. The course forms the basic concepts of the national style of doing business in the service sector, using modern methods of introducing a culturological approach to understanding the construction of an extensive hospitality system.	4	120	3,4,5
		Research practice	Research practice is aimed at developing practical skills in the field of organizing, conducting and analyzing the results of research activities, as well as their effective implementation into professional practice	12	360	8



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			the activity of the tourism industry in order to develop and improve the quality of the service sector. The practice contributes to the development of the latest theoretical, methodological and technological achievements of domestic and foreign science, as well as modern methods of scientific research, processing and interpretation of experimental data in the field of tourism.			
Module of alternative types of tourism and economic relations in tourism	Analyze international and regional principles of formation and management of economic processes and relations of all involved subjects of the tourism industry, while developing innovative products for traditional and alternative types of tourism.	Alternative types of tourism	The discipline forms an idea of alternative types of tourism that can influence the development of the tourism industry. It allows them to equip them with methods of complex analysis of UNESCO sites on the territory of the Republic of Kazakhstan, to develop on its basis optimally effective directions for further development of the tourism industry in modern conditions.	4	120	4,5
		Ethnographic and pilgrimage tourism in the Republic of Kazakhstan	The discipline reveals promising directions in the development of ethnographic and pilgrimage tourism of the Republic of Kazakhstan. The course involves a deep and comprehensive study of religious buildings and objects of ethnographic and pilgrimage tourism, the study of their political, economic and cultural relations between subjects and objects of the tourist market, in order to study, revive and develop religious, ethnographic and pilgrimage centers of Kazakhstan.	4	120	5,6
		Tourism economy	The discipline reveals the main aspects of the tourism economy at the macro, meso and micro levels, outlining the basic concepts and concepts of economic activity in tourism, as well as factors of influence, the main problems and ways to solve them. The course pays special attention to the economics of tourism industry enterprises, taking into account modern approaches and methods of analytical and systematic forms of development and promotion of services at the international, state and regional levels.	5	150	3,4,5,6
		World economy and international economic relations in tourism	The discipline is aimed at studying the subjects of modern economy and the system of indicators characterizing their place in the world economy. The course reveals the sectoral structure and resources of the modern world economy, the world experience of organizing the tourism economy, international economic relations in the field of international trade, as well as pricing in the world trade in tourist services.	5	150	3,4,5,6
Module of research work and Master's thesis defense	Apply the skills of registration of the results of research, experimental and project activities in the field of tourism and	Research work of a master's student, including the implementation of a master's thesis		24	720	8
		Preparation and defense of a master's thesis		12	360	8



hospitality, taking into account the requirements for the work of undergraduates.				
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2.3 Competence model of the graduate of the educational program

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.);



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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.





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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 cafe 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 EP «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 EP «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



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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.





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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.





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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.





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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).



To conduct additional scientific research on special types of tourism, teaching staff and undergraduates of the Department of Tourism and Service use laboratories of the Research Institute of Sports equipped with unique research equipment, mainly manufactured in Switzerland and Germany, which allows solving problems of scientific, methodological and biomedical support for the preparation of tourists for various categories of tourism competitions. Teaching staff and students of the Department of Tourism and Service carry out their scientific research on the basis of the Research Institute of Sports when writing scientific papers, projects and in preparation for categorical hikes, where they use the readings of informative devices: electro-bicycle ergometers, cardiographs, enzyme immunoassay analyzers, apparatus for determining the acid-base composition of blood, tonometer, computer programs heart rate monitor, etc.



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



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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 tiflocomputers, 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



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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



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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.



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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.



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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,



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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 EP 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 EP 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?](https://instagram.com/phoenix_kazast?utm_source=ig_profile_share&igshid=16qs6i3bzf)

[utm_source=ig_profile_share&igshid=16qs6i3bzf](https://instagram.com/allegrokazast?utm_source=ig_profile_share&igshid=1gjf22g7q9s7)

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

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

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

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



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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 EP <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 program.