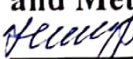
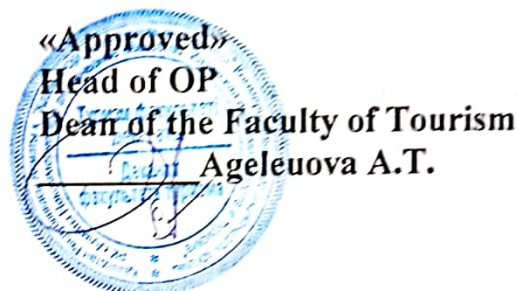




ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
KAZAKH ACADEMY OF SPORT AND TOURISM

Faculty of Tourism

«Agreed»
Vice-Rector for Educational
and Methodological Work
 Nurmukhanbetova D.K.



**Strategic plan
for the development and risk management
of the educational program
6B011101 – «Tourism»
(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 Tourism Association (KTA); Kazakhstan Association of Hotels and Restaurants (KAGR); Scientific Research Institute of Tourism (Research Institute of Tourism); Republican, regional and city Federations of «Mountaineering and rock climbing», «Sports tourism and tourist all-around», «Sports tourism»; station of young tourists in Almaty; Travel companies: Complete Service, Sadmol, Silk Road Kazakhstan, Asia mix travel LLP, Avia Hass Travel LLP, Sadaf Travel, Veters LLP, Khan Turan Travel, United world LLP, Almaty City LLP Tour, Atlas 1 LLP, Salsar Travel LLP, Bonjartravel, Silk tour, Perfect trading company, Sadmol LLP, Almaty City Tour; catering and accommodation establishments.

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 6B11101 – «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.

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

- government bodies related to the organization of tourism;
- public and private companies involved in the tourism business;
- tourism consulting companies;
- marketing services of tourist enterprises;
- objects of tourism infrastructure;
- research organizations involved in studying the problems of tourism development;
- advertising agencies engaged in the promotion of tourist services to the domestic and foreign markets;
- for a bachelor - a master's program in OP 7M11101 «Tourism»;
- organization of the system of the Ministry of Emergency Situations;

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
Studying and meeting the needs of the labor market				
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
Improvement of organizational and pedagogical conditions implementation of the educational process				
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, information, modular, personality-oriented and other technologies in the educational process	Annually	UMO, VVC, OR	Introduction of innovative teaching and assessment methods into the educational process

Human resource development				
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
Development of continuing education				
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
Consolidation of stakeholders				
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 together with representatives of employers to assess the readiness of graduates.	Every year	Deans	Conducting the final 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
Development of MTB and information resources				

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

		- research organizations involved in studying the problems of tourism development;
		- advertising agencies engaged in the promotion of tourist services in the domestic and foreign markets;
		- organization of the system of the Ministry of Emergency Situations.
9	Types of professional activity (profession)	- organizational and managerial;
		- production and technological;
		- service and operational;
		- research;
		- educational;
		- tourist and recreational;
		- preventive and search and rescue;
		- expert
10	Key competencies	Use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the knowledge of information and communication technologies using the language and speech means of the system of grammatical knowledge of the state, Russian, foreign languages and the culture of academic honesty.
		Interpret data on the regional development of Kazakhstan, its cultural diversity, a complex of natural and anthropogenic tourism objects in order to form a tourist product, excursion and tourist and local history routes, animation projects and innovative services, taking into account modern quality requirements, international regulatory documents, and the legislative framework of the Republic Kazakhstan and the Global Code of Ethics for Tourism.
		Analyze the historical stages, processes and principles of the formation of world and national tourist centers, as well as associations in order to predict changes in international and regional tourist flows, create and promote new tourist routes, tourism products and destinations for domestic, outbound and inbound tourism.
		Apply the principles of strategic planning, economic control, accounting and business management in organizing, coordinating and conducting tour operator activities, creating tourist services using charter flights, developing inbound, outbound and domestic tours, searching, selecting, analyzing, booking and selling cruises, and as well as visa processing and health insurance, in line with international and national tourism regulatory framework.
		Develop innovative projects, programs and concepts for tourism, business, sports, entertainment and educational events, manage its implementation with marketing research, budgeting and advertising, risk forecasting and monitoring of the results.
		Create excursion routes taking into account the regional characteristics of the country, its resource diversity of natural, cultural, historical, archaeological, architectural, religious and other objects of local history, museum,

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

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**

Risk probability assessment	Interpretation of the estimate in the time range
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