

І. ЖАНСУГІРОВ АТЫНДАҒЫ ЖЕТІСУ МЕМЛЕКЕТТІК
УНИВЕРСИТЕТІ
ЖЕТЫСУСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
ИМЕНИ И. ЖАНСУГУРОВА
ZHETYSU STATE UNIVERSITY NAMED AFTER I. ZHANSUGUROV

БЕКІТІЛДІ/ УТВЕРЖДЕНА/ APPROVED

университеттің Ғылыми Кеңесі отырысында/
на заседании Ученого совета университета/
at the meeting of the Academic Council of the University/
Хаттамасының/ Protocol № 9 «24» 09 2020
Taldykorgan, 2020



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д.г.и, профессор Қ. Баймырзаев/
d.g.s., Professor K. Baimyrzayev

**БІЛІМ БЕРУ БАҒДАРЛАМАСЫ
ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА
EDUCATIONAL PROGRAM**

**6B11101 – Туризм
6B11101 – Туризм
6B11101 – Tourism**

**БАКАЛАВРИАТ
BACHELOR'S DEGREE**

Талдықорған/ Талдықорған/ Taldykorgan, 2020

6В11101 – Туризм білім беру бағдарламасы келесідей нормативтік құжаттарға сәйкес құрастырылды:

1. Қазақстан Республикасының 27.07.2007 ж. № 319 бұйрығымен бекітілген «Білім туралы» Заңы;
2. ҚР Білім және ғылым министрінің 20.04.2011 ж. №152 бұйрығымен бекітілген Оқытудың кредиттік технологиясы бойынша оқу үдерісін ұйымдастыру қағидасы;
3. Қазақстан Республикасы білім және ғылым министрінің 31.10.2018 ж. № 604 бұйрығымен бекітілген Жоғары білім берудің мемлекеттік жалпыға міндетті стандарты;
4. Қазақстан Республикасында білім беруді және ғылымды дамытудың 2020-2025 жылдарға арналған мемлекеттік бағдарламасы (ҚР Үкімінің 27.12.2019 ж. № 988 қаулысы).

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Білім беру бағдарламасы отырыста талқыланды және бекітуге ұсынылды:

Университеттің оқу-әдістемелік Кеңесі
Хаттама № 7 «27» 03 2020 ж.
ОӘК төрағасы Кадияров Д.

Құқық және экономика факультетінің әдістемелік бюросы
Хаттама № 4 «12» 03 2020 ж.
ФОӘБ төрайымы Нуртаева А.

Экономика және сервис кафедрасы
Хаттама № 6 «12» 02 2020 ж.
Кафедра меңгерушісі Тулешова Г.

1. PASSPORT OF THE EDUCATIONAL PROGRAM

1.1 Context

Registration number: 6B11100026

Code and classification of the domain of education: 6B11 – “Services”

Code and classification of the direction of preparation: 6B111 – “Service sector”

Group of educational programs: B091 – “Tourism”

Name of educational program: 6B11101 - “Tourism”

Type of EP: current

Program type: First cycle: baccalaureate level 6 NQF / ORC / ISCED

Degree awarded: bachelor of Services in the educational program 6B11101

Tourism

Total credits: 240 academic credits

The typical duration of training: 4 years

Language of study: Kazakh, Russian

License for educational activities: The Educational program is implemented on the basis of the Appendix to the License № 12019969 dated December 21, 2012 in the direction of training 6B111- Service sector, issued by the Committee for control in the field of education and science of the Ministry of education and science of the Republic of Kazakhstan.

Accreditation.

Institutional accreditation: An Independent Agency for quality assurance in education, certificate number IA-A No. 0101 dated 22.04.2019, period of validity of accreditation 22.04.2019-19.04.2024;

The rating OP:

"Atameken" - in 2019, 6B11101-Tourism participated in the ranking of OP universities and took the 18th place out of 34.

Professional standards developed by the National chamber of entrepreneurs of the Republic of Kazakhstan «Atameken» :

1. Tourism;
2. Organization of business events (festivals, exhibitions, forums, infotours);
3. The provision of tourist services;
4. Organization of tourist services in the field of inbound and domestic tourism;
5. Organization of tourist services in the field of outbound tourism;
6. Organizing and conducting active types of tourism;
7. Providing excursion services;
8. Organization of business trips and MICE services.

1.2 Location I. Zhansugurov in ZhSU in the system of higher and postgraduate education of the Republic of Kazakhstan

Mission: is to be driving force for innovative development of society by means of providing qualitative education, training and researches at the national and international levels

Vision: We want to be a significant factor in socio-economic and spiritual development of region, to be the driving force of innovative economic development in Almaty region.

Strategic Goal: Training of competitive staff.

1.3 Profile of the educational program

In the leading countries of the world it is the provision of services that brings 60-75% of national income. The uniqueness of tourism lies in its unlimited possibilities to meet a variety of human needs, ensuring the restoration of his vitality. Almaty region has a significant tourist potential, a variety of tourist resources, which leads to the active development of tourist services. In this regard, the necessity of training specialists for this field is actualized.

Justification:

Professional activity of the bachelor is aimed at improving the process of management of tourist enterprises and organizations in the conditions of tourism in Kazakhstan, the study of tourist opportunities of our country and the foreign market of tourist services in order to optimize the system of current and future planning, the introduction of modern methods of tourist services and information technologies, improving the quality of the tourist product, training of middle managers for tourist enterprises.

Students of "Tourism" study foreign languages, geographical, economic, management disciplines in accordance with the state educational standard.

The purpose of the educational program: is the training of qualified tourism personnel, possessing the basics of science, knowledge in the field of modern innovative technologies, capable of carrying out professional activities aimed at improving the tourism industry and hospitality, ensuring state regulation of the tourism industry, the organization and planning of preventive and search and rescue operations in tourism activities, as well as other areas of human activity, related to tourism.

Distinctive features of the program:

6B11101 "Tourism"	
<i>Area of professional activity</i>	The field of professional activity of graduates in the field of training 6B11101 "Tourism" includes the development and implementation of a tourist product that has the qualities that meet the requirements of consumers, the organization of comprehensive tourist services in the main sectors of the tourism industry.
<i>Objects of professional activity</i>	<ul style="list-style-type: none"> - public administration bodies related to the organization of tourism (ministries, committees, akimats, their regional divisions and structures); - public and private companies engaged in tourism business; consulting company tourist profile; - marketing services of tourist enterprises; - the objects of tourism infrastructure; - accommodation facilities, catering facilities,; - objects of excursion activity, sports and health services, means of transport, other enterprises of the tourist industry and other objects connected with development and realization of the tourist product; - information resources and systems, means of providing automated information systems and their technologies.
<i>A branch of the Department</i>	The Federation of sports tourism and tourist all-round
<i>Practice bases</i>	Federation of sports tourism, tourist all-around and excursions of Almaty region <input type="checkbox"/> Department of tourism of Almaty region Hotel"Olympiets» <input type="checkbox"/> Innovative systems and technologies LLP» <input type="checkbox"/> Department of tourism of Almaty region <input type="checkbox"/> The Hotel"Olympian»

1.4 Profile of the graduate

Graduate Attributes:

- Possesses knowledge and skills in his subject domain, including elements of advanced experience and innovation;

- Thinks creatively and creatively approaches the solution of new problem situations, demonstrating initiative and originality;
- expands and deepens knowledge, skills necessary for everyday professional activity independently;
- follows rules of professional ethics, responsibly and honestly completes responsibilities;
- Demonstrates developed skills of individual and team work, ability to communicate effectively;
- Possesses ability to prioritize and manage time, performing organization, ability to plan, focus on results;
- Is a patriot of his country and a tolerant citizen of the world, meets the culture of other nations.

Learning outcomes:

LO1 – shows active citizenship in interpersonal and intercultural communication in a multilingual environment on the basis of fundamental knowledge and skills in the field of social, political, cultural, psychological sciences in the context of their role in the modernization and digitalization of Kazakhstan's society.

LO2 – has the ability to evaluate and apply innovative approaches to the understanding of social phenomena and processes in the legal, entrepreneurial, industrial, environmental environment.

LO3 – knows key terms and concepts, system bases of the industry and infrastructure of tourism, and also equipment of passing and tactical development of active tourist routes.

LO4 - knows the tourist and recreational resources of the regions of Kazakhstan, in particular Zhetysu region, as well as the specifics of the development of a tourist route in specially protected areas.

LO5 - knows the method of determination of economic efficiency of the tourism enterprise and the principles of organization of activities of the enterprise in the hospitality industry, leisure and entertainment, and also applies the functions of management in enterprises in the tourism industry.

LO6 - uses marketing tools in tourism activities and applies logistics technologies in making effective management decisions in the organizations of the tourism industry.

LO7 - uses skills of professional communication in Kazakh, Russian and foreign languages, as well as knowledge about the features of foreign countries and major tourist regions of the world.

LO8 - it uses automated control systems for enterprises of the tourism and hospitality industry, as well as applies modern technologies for the production, promotion and sale of tourism products.

LO9 - analyzes the economic activity of hotel enterprises, information on trends in the development of medical and recreational tourism, as well as the method of preparation of the excursion route.

LO10 - analyzes the advertising and information activities of tourist enterprises and tourist activities, taking into account tourist formalities, as well as prepares and prepares business documentation in accordance with regulatory and methodological acts.

LO11 – Applies the obtained theoretical and methodological knowledge in the field of tourism in practice and independently carries out scientific research.

LO12 - Analyzes the activities of firms and organizations, prepares necessary documents, protects the firm's position in the negotiation process and offers solutions to problems, maintains communication with other services and specialists.

Competences of graduates of OP:

KC1 – Forms physically, mentally, intellectually, information developed and competent person with a broad Outlook, capable of communication in a multilingual environment;

KC2 – ready for communication in oral and written form in Kazakh, Russian and English to solve the problems of professional activity;

KC3 - to know the main trends in the development of the tourism industry and infrastructure, as well as General issues of the organization of active tourist travel.

KC4 - to be able to use fundamental geographical knowledge about Kazakhstan in the field of professional activity, as well as to know the basics of the formation and functioning of protected areas in Kazakhstan and abroad.

KC5 - to be able to use the basics of economic knowledge in assessing the effectiveness of the results of tourist enterprises, as well as to know the content and specifics of management in tourism, hospitality, leisure and entertainment.

KC6 - to know the content and specifics of marketing, transport industry and logistics in the field of tourism, as well as to be able to conduct research on the market of tourist services in order to form a popular tourist product and its promotion.

KC7 - to be able to use Kazakh, Russian and foreign languages typical for the tourist sphere, as well as fundamental geographical knowledge about foreign countries in the field of professional activity.

KC8 - to know the main directions of the use of computer technology in the tourism and hospitality industry, as well as the features of the organization and development of business activities in the service sector.

KC9 - to know the essence, content and features of the organization of hotel business, medical and recreational tourism and excursion activities.

KC10 - to know the peculiarities of tourist formalities of different countries and the basics of office and document management at the enterprise, as well as to possess the ability to implement and promote a tourist product using information and communication technologies.

Matrix of correlation of learning outcomes in the educational program as a whole with the formed competencies

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10
KC1	+									
KC2		+								
KC3			+							
KC4				+						
KC5					+					
KC6						+				
KC7							+			
KC8								+		
KC9									+	
KC10										+

Employment opportunity: Bachelor in sphere of services is a governmental structure (ministries, akimats, their territorial units and structures) related to the organization of tourism; public and private companies engaged in tourism business; tourism consulting company profile; marketing services of tourism enterprises; infrastructure of tourism; employees of educational institutions for training specialists of middle level tourism; the specialists of advertising agencies involved in the promotion of tourism services in domestic and foreign market; specialty "tourism"; employees of organizations of the Ministry of emergency situations system; research organizations engaged in research on tourism development.

2. THE CONTENTS OF THE EDUCATIONAL PROGRAM

2.1 Description of modules

Module number	Module code and name	№ and name of discipline	Number of credits	Cycle of disciplines	Assigned to department
1	SH -1 «Social humanitarian»	1) Modern history of Kazakhstan	31	GED	Department of Kazakhstan
		2) Philosophy		GED	University-wide Department of Social and Humanitarian Disciplines
		3) Social and Political knowledge module (sociology, cultural studies, political science, psychology)		GED	University-wide Department of Social and Humanitarian Disciplines
		4) Knowledge in the field of social Sciences (interdisciplinary course) Basics of law and anti-corruption culture, Leadership and innovation, Ilyastanu		GED	University-wide Department of Social and Humanitarian Disciplines
		5) Physical training		GED	Sport club
2	IC-2 «Informational and communicative»	1) Information and communication technology (in English)	25	GED	Department of Mathematics and Informatic
		2) Foreign language		GED	University-wide Department of Foreign Languages
		3) Kazakh (Russian) language		GED	Department of Kazakh Language and Literature/ Journalism and Philology Departmen

3	BTA 3 – Basics of tourist activities	Basics of tourism	20	BD	Department of Economics and service
		Technique and tactics of active forms of tourism			Department of Natural sciences
		Tourism infrastructure		MD	Department of Economics and service
4	TRR 4 – Tourism and recreation resources	Geography of tourism in Kazakhstan	16	BD	Department of Natural sciences
		- Tourism in specially protected areas - Regional tourism			Department of Economics and service
		- Basics of tourist and local lore work - The history of Zhetysu			Department of Natural sciences
5	EMETI 5 - Economics of management of enterprises of tourism industry	Tourism Economics	27	BD	Department of Economics and service
		Tourism management			Department of Economics and service
		-Leisure and entertainment industry -Animation activities in tourism			Department of Economics and service
		- Restaurant and hotel service - Catering in the hotel business			Department of Economics and service
		Educational practice			Department of Economics and service
6	TMM 6 - Tourism market marketing	Tourism Marketing	16	BD	Department of Economics and service
		- Technology of sales and promotion of tourism products - Tourist and recreational design			Department of Economics and service
		- The transport provision in tourism - Logistics in tourism			Department of Economics and service
7	PC 7 - Professional communication	Professionally-oriented foreign	20	BD	Department of Economics

		language			and service
		Professional Kazakh (Russian) language			Department of Economics and service
		- Professional Turkish language - Professional Korean language			Department of Economics and service
		- Business Skills - Tourist geography			Department of Economics and service
8	TICD 8 – Tourism industry in the conditions of digitalization	- Digitalization of tourism - Automation of hotel and restaurant services	19	BD	Department of Economics and service
		- Planning and organization of tourist business - Entrepreneurial activity in the hospitality industry			Department of Economics and service
		- Service Ethics in the hospitality industry - Image and trend in the tourism business			Department of Economics and service
		Educational practice			Department of Economics and service
9	ESOTS 9 – Excursion study and organization of tourist services	Economic analysis of hotel enterprises	16	MD	Department of Economics and service
		Health-improving tourism			Department of Economics and service
		Methodology and practice of the excursion business			Department of Economics and service
10	OAETI 10– Organization of activities of enterprises of the tourism industry	Tourist formalities	50	MD	Department of Economics and service
		Advertising and information activities in tourism			Department of Economics and service
		Documentary support of management of the tourist enterprise			Department of Economics and service
		Tour operator, travel agent activity			Department of Economics and service
		Industrial practice			Department of Economics

					and service
		Pre-diploma practice			Department of Economics and service
		Writing and defending a thesis (project) or passing a comprehensive exam			Department of Economics and service

2.2 Information about disciplines

№	Name of discipline	Short description of the discipline (30-50 words)	Number of credits	Formed learning outcomes (codes)
Cycle of general educational disciplines <i>Compulsory component</i>				
1	Modern history of Kazakhstan	Deals with the main stages and features of the historical process in Kazakhstan at the present stage. Studies the main stages of independence and development of Kazakhstan's statehood in the context of the world process. Traces political and economic reforms on the path of independence. Reveals the main directions of Kazakhstan's foreign policy at the present stage	5	LO1
2	Philosophy	Deals with the main stages of development of world and Kazakh philosophical thought and worldview trends. It studies the General theoretical problems of being and consciousness, describes the experience of world philosophical thought in the study of universal problems of worldview. It is aimed at developing holistic views of the world and understanding the reality of the modern era. Reveals the basic philosophical concepts, categories and methods of philosophical knowledge	5	LO1
3	Information and communication technology (in English)	Studies modern methods and means of professional communication, carried out by means of information technologies for search, collection, storage, processing and dissemination of information. Develops skills in working with databases, table processors, e-technologies, Smart and cloud technologies	5	LO1
4	Social and Political knowledge module (sociology, cultural studies, political science,	It contains socio-political and psychological knowledge, reflecting the laws, mechanisms and facts necessary for the knowledge of the depth of objective and subjective processes of development of society and man. Interaction between scientific disciplines - sociology, cultural studies, political science, psychology, is based on the principles of information complementarity, integration and	8	LO1

	psychology)	methodological integrity of research approaches		
5	Kazakh (Russian) language	It contains the classification of types of texts. It studies the vocabulary, morphology and syntax of the Kazakh (Russian) language. It is aimed at mastering lexical topics related to various spheres of life and activity of society, in accordance with the level of language proficiency. Reveals the culture of speech and communication	10	LO1
6	Foreign language	Aimed at the development of levels A2, B1, B2 (pan-European scale of foreign language proficiency) in accordance with the adapted national level model of teaching languages of the trinity, contains modern trends in learning and practical knowledge of foreign languages in everyday communication and professional activities	10	LO1
7	Physical training	Studies the features of physical culture and sports. Reveals the main forms of physical culture in the educational and extracurricular time. It is aimed at the formation of a healthy lifestyle, personality of the student, his physical perfection and self-regulation	8	LO1
Cycle of general educational disciplines <i>University component / Optional component</i>				
8	Knowledge in the field of social Sciences (interdisciplinary course) Basics of law and anti-corruption culture, Leadership and innovation, Ilyastanu	Describes the main branches and institutions of Kazakhstan law: constitutional; administrative; civil; financial; criminal; procedural; labor; business; environmental. Studies the legislative basis of the anti-corruption culture of the Republic of Kazakhstan. Aimed at the formation of legal and anti-corruption culture of the student. Reveals the features of legal relations in the fields of national law and the sphere of anti-corruption	5	LO2
		Considers the problems of formation of leadership qualities and skills of innovation. Reveals the essence of innovative susceptibility as a process of reception and transformation of information. It is aimed at the formation of the leader's ability to include in the structure of its activities the changes caused by the innovation process. Studies the current state and prospects of development of leadership qualities and the human factor in the management		LO2
		Deals with the biography of Ilyas Zhansugurov, his place in the Kazakh literary science. Studies his contribution to the formation of artistic principles of Russian literature. It is aimed at acquaintance with the works and creative laboratory of the poet. Reveals the features of poetic skill		LO2
Cycle of basic disciplines University component				
9	Basics of	The course "Basics of tourism" contains all the	8	LO3

	tourism	latest ideas and achievements in the field of recreational geography and geography of tourism, which continue to be the fundamental basis of training for the tourism system, i.e. the main categories, concepts, criteria and methods for assessing the recreational merits of the territory and the allocation of tourist areas.		
10	Technique and tactics of active tourism	Studies the features of forming students' concepts of technology, tactics and organization of active travel in different types of tourism as one of the most promising forms of activity of tourist structures in Kazakhstan, the skills of organizations of active travel in different types of tourism.	6	LO3
11	Geography of tourism in Kazakhstan	The discipline "Geography of tourism in Kazakhstan" includes characteristics of the recreational resources of the Republic of Kazakhstan and the regions on the basis of which both international and domestic tourism develops and the main tourist flows are formed. continental, national and regional features of tourism development are analyzed.	5	LO4
12	Tourism management	Studies the basics and objects of management in tourism, functions and principles of management, management methods in tourism, management style of a tourist enterprise, methods of personnel management of a tourist firm; the content and features of labor management, forms of communication, types and causes of conflicts and methods of their elimination; technology for making effective management decisions in tourism.	6	LO5
13	Tourism marketing	Studies current trends in the development of marketing and technology for the implementation of its concept in tourism enterprises, as well as teach them the skills of marketing research and assessment of market conditions for tourism services. Considers the system representation of the formation of marketing product, price, sales, communication strategies of a tourist enterprise and market segmentation as a means of selecting the target market and capturing it.	6	LO6
14	Tourism Economics	Examines the basic concepts and concepts of the tourism economy, the role and place of tourism in the economy, the economic significance of tourism, the impact of tourism development on the economy of Kazakhstan. Macroeconomics and microeconomics of tourism. Cluster approach to the formation and management of the economy of tourist destinations.	5	LO5
15	Professional y-oriented foreign language	The discipline focuses on teaching a profession through a foreign language. In the training of specialists for the tourism sector, a professionally-oriented educational and speech situation models	5	LO7

		the interaction of communication partners in an environment of imitation, conditions for future professional activity, in the course of which communication participants develop and improve their professional and communicative skills.		
1 6	Professional Kazakh (Russian) language	It is aimed at mastering and developing multilingual speech skills and abilities. the mental activity of students is activated, which creates prerequisites that encourage the most important actions and operations: comparison, analysis, synthesis, generalization, forecasting, which are professionally significant for a future specialist in the field of tourism.	5	LO7
Cycle of basic disciplines <i>Optional component</i>				
1 7	Module of Tourism and recreation resources (Tourism in protected areas)	Studies the development of tourism in specially protected natural territories of the Republic of Kazakhstan, in particular specially protected natural territories (PNT) they are a promising place to meet the growing needs of people for educational recreation in nature, as well as aware of natural values and preserve them. by creating targeted programs.	5	LO4
1 8	Module of Tourism and recreation resources (Regional tourism)	The discipline studies the systems of tourist intermissions and infrastructure within the region; objects of management, which is the basis for forming a strategy for sustainable tourism development in the region. The main conditions for the development of tourism in the region. The inclusion of the security aspect as the main component of regional tourism is justified. The main directions of the mechanism for stimulating the development of tourism in the regions of the Republic of Kazakhstan are reasoned.		LO4
1 9	Module of Tourism and recreation resources (Basics of tourist and local lore work)	Studies the main methods of tourist and local history work, freely use the main sources of local history, the basis of organizations of tourist and local history work, the basis for the use of objects of local history and sources of local history. Learn the main sources of local history information necessary for the preparation of tourist excursion programs; use the data of local history information for the development of tourist and excursion business and the development of domestic tourism.	6	LO4
2 0	Module of Tourism and recreation resources (The history of Zhetysu)	Examines the formation of local lore Zhetysu. Study of geographical, historical, cultural, natural, socio-economic and other previously unknown factors of Zhetysu by the population. The essence of Zhetysu local history is a comprehensive study of nature, population, economy in their dynamics, in the features of the area based on the use of available research methods.		LO4

2 1	The module of Economics of enterprise management in the tourism industry (Leisure and entertainment industry)	Studies the laws of the origin and development of tourist leisure; form an understanding of leisure and its organizational forms; considers the types of entertainment infrastructure objects according to various criteria, theater services and theater economy, multi-purpose hall economy, club and Park activities.	5	LO5
2 2	The module of Economics of enterprise management in the tourism industry (Animation activities in tourism)	Examines the structure and technology of animation activities; types of animation activities in tourism; study of the algorithm for organizing animation in a tourist enterprise; consideration of the features of planning animation activities; study of the features of the development of the tourist market and its research problems; study of information and other technologies for their application in the organization of animation activities.		LO5
2 3	The module of Economics of enterprise management in the tourism industry (Restaurant and hotel service)	Considers theoretical knowledge, acquisition of practical skills and skills in providing services for the organization of product consumption and customer service in public catering enterprises of various types and classes. When studying the theoretical material, we use data from advanced domestic and foreign experience in the organization of services.	7	LO5
2 4	The module of Economics of enterprise management in the tourism industry (Catering in the hotel business)	Consider the basic principles of the organization of food enterprises. The role of public catering and its functions in the restaurant and hotel business and tourism. It contains the main forms of production organization in food enterprises: concentration, specialization, cooperation and combination, their essence and types. Production and trade structure of food enterprises, its composition and features. Features of production and trade activities of food enterprises.		LO5
2 5	The marketing module of the tourism market (The transport provision in tourism)	Studies the rules of passenger transportation on various types of transport; features of tourist transport services; technology of automated service systems in transport; methods of insurance of tourists and transport risks in tourist passenger transportation. practical skills in providing transport services to tourists on domestic and foreign routes in order to use them in further practical activities.	5	LO6
2 6	The marketing module of the tourism market (Logistics in	It considers the basics of organizing the functioning of logistics in tourism, primarily functional areas of logistics, objects of logistics research and management, organization of logistics application and information support in tourism. Special attention is paid to the application of logistics		LO6

	tourism)	approaches in the work of tourist operators.		
2 7	The marketing module of the tourism market (Technology of sales and promotion of tourism products)	Aimed at the development of knowledge and skills in the field of organization of tourist activities, sales technologies and promotion of tourism products of technologies of formation of export-oriented national tourism product; the training of future professionals competent in the development and formation of tourist product; learning the technology of tourism (trips organized for foreign citizens crossing the state border of the RK).	5	LO6
2 8	The marketing module of the tourism market (Tourist and recreational design)	Considers the field of tourism and tourist activities as objectsdesign, types and types of tourist space, tourist marketproducts and services, the main stages of the design of touristand recreational products, as well as problems and prospects e-tourism business development, activity design tourist enterprise and business processes of tourist organization.		LO6
2 9	Professional communication module (Professional Turkish)	The aim is to teach students to be fluent in literary oral and written speech in the amount of the studied historical, tourist, regional subjects and to do the work, using an active stock of vocabulary, phraseology, read and translate tourist terms in Turkish.	5	LO7
3 0	Professional communication module (Professional Korean)	Studies basic language knowledge systems in the field of phonetics, grammar and vocabulary of the Korean language. Considers the teaching of reading in the Korean language. Contains the development of monologue speech skills in everyday communication situations, taking into account the speech label6 the development of vocabulary skills and the formation of translation skills. Formation and expansion of the lexical stock.		LO7
3 1	Professional communication module (Business Skills)	It contains the study of grammatical structures typical for the modern English language, as well as two-way translation of both oral and written texts on the subject of international tourism and mastering the special vocabulary of the tourism and hospitality industry.	5	LO7
3 2	Professional communication module (Tourist geography)	The discipline studies the readiness to perceive the culture and customs of other countries and peoples, with tolerance for national, racial, religious differences, the ability of intercultural communication in the tourism industry, the main categories of the theory of tourist resource studies; patterns and factors of development of the world tourism market, the main groups and criteria for assessing tourism resources		LO7
3 3	Module of the tourism industry in	Exploring the relevance of the study of digitalization of tourism. The motives of the actors of the tourist market to the use of digital	5	LO8

	the conditions of digitalization (Digitalization of tourism)	technologies. Theoretical analysis. In addition to introducing the concept of "digitalization", its advantages and possible risks of implementation are studied. The importance of the formation of a new type of employee "digital worker" is noted, and its role in modern tourist organizations is indicated.		
3 4	Module of the tourism industry in the conditions of digitization (automation of hotel and restaurant services)	Examines the sequence and technology of reserving hotel seats; accepting booking orders from consumers, making a reservation and maintaining its documentation; informing the consumer about the reservation; canceling the reservation. It is aimed at training to be able to organize the workplace of the booking service; to issue and compile various types of applications and forms.		LO8
3 5	The module of the tourist industry in the conditions of digitization (Planning and organization of tourist business)	Studies the basics of organizing a tourist enterprise, receiving and sending tourists along routes, developing job responsibilities of managers and specialists at the enterprise, drawing up a package of documents for state registration and licensing of a tourist enterprise, ensuring the safety of tourists, culture and quality of tourist service, and the specifics of working with domestic and foreign partners.	5	LO8
3 6	The module of the tourist industry in the conditions of digitization (Entrepreneurial activity in the hospitality industry)	In studying the discipline considers the questions of organization, management, economy, entrepreneurship in the hospitality, restaurant and tourism activities, outlines the characteristic features of the business services, marketing and advertising, financial activities, preparation and use of human resources. Special attention is paid to the study of the role of the state in the development of business activities in the service sector.		
3 7	Module of the tourism industry in the conditions of digitization (Service Ethics in the hospitality industry)	Contains theoretical knowledge in the field of business etiquette in the hotel business, allowing you to have a clear understanding of the rules of communication in the service industry; work with the staff of hotel businesses; skills to resolve conflict situations in the hotel business; make effective strategic and operational management decisions that correspond to the ethics of a civilized hotel and tourism business.		LO8
3 8	Module of the tourism	It demonstrates the formation of a positive image of specialists in the field of tourism, tourism industry	5	LO8

	industry in the conditions of digitization (Image and trend in the tourism business)	enterprises and trends in the field of travel, as well as the main role of image and its impact on the development of tourism business, which Are the factors of the image of a tourist enterprise: the name of the company, reputation and authority.		
Cycle of majors <i>University component/ Optional component</i>				
39	Tourism infrastructure	Studies the complex of modern knowledge in the field of tourism and travel, teach the basic principles of the functioning of tourist infrastructure, the relationship between trends in the development of tourism infrastructure and the General economic, technical and social achievements of the country, the region.	6	LO3
40	Economic analysis of hotel enterprise	The discipline considers the basics and specifics of using the basics of economic knowledge for the hotel industry, determining and analyzing the costs of a hotel enterprise and other accommodation facilities, methods for analyzing the results of the functional divisions of hotels and other accommodation facilities, and customer service.	5	LO9
41	Health-improving tourism	The discipline studies the specifics of medical and recreational tourism aimed at the treatment and rehabilitation of the population, their contribution to the economy. It contains an introduction to the legal regulation of medical and recreational tourism and the organization of the activities of health resort organizations, also considers acquaintance with the leading medical and health institutions of Kazakhstan and abroad and the principles of their activities. Studies the main recreational resources of Kazakhstan.	5	LO9
42	Methodology and practice of the excursion business	The discipline studies the main problems, theories and methods of studying the basics of excursion business; types and forms of excursion services, taking into account the differentiated approach to excursion services for different groups of the population; the basics of excursion methods and ways to improve it, the method of conducting excursions of various classification groups (sightseeing and thematic, pedestrian and transport, urban and suburban).	6	LO9
43	Tourist formalities	Exploring features in registration of necessary documents, without which travel abroad or invite a foreign tourist becomes impossible to understand the basic principles and value of tourism formalities for the implementation of the tourism product and	5	LO10

		the most complete picture of the modern system of passport and visa control and rules, customs and currency regulations, health regulations when organizing outbound tours.		
4 4	Advertising and information activities in tourism	The discipline studies the methodological foundations and practical recommendations for the implementation of advertising and information activities in tourism. In particular, the features and types of tourist advertising; factors affecting the choice of means of distribution of tourist advertising; development of the advertising budget; evaluation of the effectiveness and planning of advertising activities of a tourist enterprise; the basics of regional tour branding; advertising of a national product.	5	LO10
4 5	Documentary support of management in tourist enterprises	Contains the formation of a system of knowledge and skills of working with documents necessary for effective management of the enterprise in the tourism industry. Rules for preparing and processing documents, modern technologies for working with documents; criteria for the scientific, historical and practical value of documents; terminology in the field of documentation.	5	LO10
4 6	Tour operator, travel agent activity	Development of the tour operator and travel agent business; basic legal acts regulating the activities of tour operators and travel agents; the current state and trends in tourism development; the main consumer properties of the tourist product; the procedure and main parameters of the service program; terms of relations with partners-service providers; information about appendices to the contract of the tour operator with service providers.	5	LO10

2.3 Additional educational programs (Minor)

In order to form additional competencies for related or specialized educational programs that will help graduates of ZhSU named after I. Zhansugurov to be more competitive in the labor market, as well as to meet their personal needs, students are offered to study one of the programs Minor to choose from.

The list of Minor programs, their brief description, the composition of disciplines and formed learning outcomes are contained in the Catalog of additional educational programs (Minor).

2.4 Innovative technologies and teaching methods used in the educational process

In order to form the key competencies of the graduate and the results of training in the educational program 6B11101__ _ -Tourism, the teaching staff uses the following innovative technologies and teaching methods: Business games, game situations, training in active mode, Work in small groups, Project technology, Case-study (analysis of specific situations), Method of generating ideas (brainstorming)

3. Provision of the educational program

3.1 human resources

The educational program is implemented by the Department of Economics and Service. Quantitative and qualitative indicators of teaching staff serving the educational program (basic and major disciplines):

The total number of teaching staff 26 people, including:

Doctors of science –

Candidates of Sciences – 14

PhDoctors – 1

Masters – 7

The degree of Department – 57 %.

Qualification characteristics of the teaching staff of the Department of Economics and Service are reflected in the Personnel directory.

3.2 logistics

The learning environment of the educational program is represented by the following characteristics:

1) Library stock and services

An obligatory guarantee of quality educational services of higher education institution is the provision of information resources.

The most important part of the information resources is the library Fund – the oldest and most important of the foundations of civilization, a repository of valuable knowledge and spiritual wisdom, national memory, cultural and scientific heritage of many generations.

The library Fund on the educational program, the code and the name for May 1, 2019 makes 8982 copies, including in the state language - 336 copies, 4998 in Russian and foreign languages. Insert information about library collection which your University Library provides students and faculty access to databases: Web of Science, Elsevier, Scopus, Polpred.com, Kaznel, Epigraph, NCSSTE.

Access to the Republican interuniversity electronic library (RIEL), which combines electronic educational and scientific resources of Universities of Kazakhstan, is provided.

Currently, the library has bibliographic databases of its own generation – an Electronic catalogue: “Books”, “Periodicals (subscription)”, “Electronic publications”, “Abstracts”, “Brochures”, “Notes”, “Articles”. The library has created a multi-level information Website: <http://www.zhgu.edu.kz/>.

Since 2009 the electronic catalog in library is conducted in more advanced library and information system “The Kazakh automated library and information system” (“KABIS”: the automated workplace “Acquisition”, the automated workplace “Cataloger”, and “Administrator”). All remote users of the library can view the catalog from any computer included in the local computer network of the University.

The library has access to the electronic database “Library Fund of ZhSU”, which works in the corporate network of the University. There are 3802 full-text books in this database, 2600 of them were purchased from the publishing house “Epigraf”, 1065 were scanned by the library staff. The presence of a planetary scanner is a new generation of “electronic archive” allows you to quickly and accurately scan books, catalogs, magazines, newspapers, coins, medals, coinage, art paintings, historical documents, and be added to the electronic database.

The library opened multifunctional halls of electronic resources, created Wife zone, updated software processing information.

User service is carried out in 5 reading rooms, which are equipped with 87 automated workstations.

Readers of the library have the opportunity to get literature at home from the subscription of educational, scientific and fiction, as well as to search for books in the open, free access, independently select sources of information that develops skills of professional search, broadens the horizons of students and attracts them to read books.

2) *Student residence*

Currently, the University has two student residence with 524 bed capacity. In students residence, created an enabling environment for a full life and study: there are residential sections, which are equipped with sanitary units, rest rooms with TVs, reading and computer rooms, showers and Laundry, household rooms, equipped with electric stoves.

The organization of social and cultural life in the dormitories engaged in student councils, elected from among the student activists. An electronic database of students living in the dormitories has been created. The allocation of seats in the dormitories to consider applications of students-orphans and are provided with free dormitories. Doctoral and master students enrolled in the target program are fully provided with a dormitory.

3) *Distance learning technologies (DLT).*

To provide students with the opportunity to develop educational programs of higher education, directly at the place of residence, in Zhetysu state University named after I. Zhansugurov since 2011 has been introduced distance learning.

Distance learning is provided by the use of a set of modern information and communication and educational technologies that allow carrying out the processes of learning, knowledge control, online proctoring, practical training and consultations on a fully indirect interaction of the student and the teacher.

Distance learning technologies are used in relation to students enrolled in educational programs with a reduced period of study on the basis of technical and professional, post-secondary and higher education.

For the organization of educational process on remote educational technologies at University the information and educational portal with the pages containing educational and methodical, testing and organizational and administrative information for students is created.

To equip trainees with the educational-methodical materials on all disciplines of the curriculum that are implemented with the use of distance learning technologies, the faculty developed the electronic educational and methodical complexes, electronic textbooks, video lectures.

To carry out the process of educational interaction in real time at the University there is a specialized multimedia audience, which allows you to conduct classes in the “on-line” mode.

4) *Possibility of free additional training*

For those who want to improve their skills or get additional education, the University opened a Center of advanced training and additional education.

On the basis of the center, students of the University can undergo free language training in English and prepare for the exam to confirm the international level of English – IELTS.

The Lagoon of English club is organized at the center for the development of skills of spoken English, vocabulary, formation of intercultural professionally-oriented communicative competence. Volunteers – native speakers take part in the work of the club.

At the center opened an office “Robotics”. Everyone in his spare time can design and program robotic structures and mechanisms.

The center organizes and conducts training seminars and refresher courses with the issuance of certificates for teachers and all categories of employees in the main priority areas of science and education.

5) Development of entrepreneurial competencies

For the development of entrepreneurial competencies of students and young scientists at the University opened an Office of commercialization of research results, which successfully operates the competence center “Start-Up Academy ZHGU”.

“Start-Up Academy ZHGU” – a platform that unites students, business coaches, entrepreneurs, investors, government representatives and other stakeholders. The Academy provides free, comprehensive support to budding entrepreneurs from consulting and information support to attract investors, facilitate the submission of applications for participation in financial programs or to receive government grants.

The Academy provides the entire necessary infrastructure for the youth of Almaty region to develop innovation and entrepreneurship and increase the number of small and medium-sized businesses. The Academy conducts training sessions and seminars, engaged in targeted search, selection and development of start-up projects, as well as consulting support on the development of startups and measures of state support of entrepreneurship, organization of mentoring, providing expert support, conducting grant competitions.

6) Maintaining a healthy lifestyle and playing sports

For the youth of the University created favorable conditions for sports and maintain a healthy lifestyle. In their free time, students are free to engage in sports halls and sections of several sports.

Active work in this direction is carried out by the Sports club of the University, which is engaged in the formation and promotion of the values of a healthy lifestyle, uniting students into teams to demonstrate their needs and abilities in a freely chosen sport, organizing and conducting sports and recreational activities, organizing youth participation in sports competitions of various levels.

The sports base of the University is a multifunctional stadium, with a standard football field, with sectors for long jumps, throwing grenades and treadmills, Boxing, gymnastics, wrestling and a gym equipped with modern sports equipment, tourist bases “Karlygash” and “Kulager”.

7) Socio-Cultural environment and development of creative personal qualities

Today, the system of training at the University must meet the highest educational standards, be universal, ensure the formation of key competencies of the specialist as the basis of his professional skills and personal growth.

The University has created favorable conditions for the formation of competencies of social interaction, active life position, civic consciousness, self-organization and self-government, system-activity character.

The Department of educational and social work, the Department of cultural work, the Youth center are engaged in the development of creative activity of students in the socio-cultural environment of the University.

In order to reveal the diverse creative abilities of students at the University operate:

- Department of the Assembly of peoples of Kazakhstan;
- dance ensembles "Shagala" (winner of international competitions) and “Kulager”;
- vocal and instrumental ensemble “Live Band”;
- student theatre “Zhas Tulek”;
- debater’s club “Ilyastyn Soz Kulagerlery”;
- volunteer clubs “Alau”, “Rise up”, “Kush-Zhiger”, “Ayala”, “Kamkor”;
- club of fun and resourceful “Amigo”, “Physics and mathematics” and “Creative”, “Dollar”;
- club “Young journalist”;
- literary club “Mizam”;
- intellectual club “New generation”;

- student Association “Zhas Otan”;
- labor Association “Zhasyl EI”;
- Association of public police assistants “Zhas Kyran”;
- Military-Patriotic club “Erlik”;
- club “Kyzykty psichologiya”.

8) Internet Access and Wi-Fi

The University has powerful technical support – 65 multimedia boards and 1171 computers, 87 of which are in the reading rooms of the library, academic buildings, dormitories in free access for students. All computers of the University are provided with free access to the global Internet, the speed of which is 300 MB/s. Free access to Wi-Fi at a speed of 100MB/s is Provided.

9) Digitalization of the educational process

In order to develop digitalization, informatization, automation of processes, the University uses modern hardware and software.

The University is provided and equipped with software that allows automating the main processes of the University (educational, research, social and educational).

Department of development and implementation of information systems of the University created and implemented such software as: “Selection Committee”; “Accounting and movement of students”; “Educational and methodical complex of discipline”; “Registration for discipline”; “Class schedule”; “Electronic journal of students quality control”; “State certification Commission/State examination Commission”; “Computer testing”; “Transcript”; “Diploma supplement”; “Automated distance learning”; “Library Fund of ZhSU”; “Personnel management Department”; “The system of accounting of working time of the employee Perco-20S”; “Sending data to Unified system of higher education management”, etc.

The University has developed a flexible, client-oriented platform of the new generation "Smart ZhetySU", aimed at digitalization, automation, optimization of the main processes of the University, as well as ensuring high-quality interaction between the teacher and the student through the personal account at each stage of training

10) Publishing services

High-quality and effective educational and scientific activity of higher educational institution is impossible without reliable publishing support. Therefore, in order to prepare for the publication of teaching AIDS, scientific works and improve the quality of printing products, the University has a publishing Department.

The Publishing Department of the University is a modern publishing and printing complex with an expanded range of services and a full printing production cycle.

The complex of measures and organizational and technical works aimed at the production of scientific, educational, methodical, reference products of the University is carried out on the basis of its own material and technical resources. All conditions are created for timely performance of work.

The publishing Department is provided with modern computer and printing equipment designed for high-speed digital printing of books, brochures, booklets, brochures. Modern equipment of the publishing Department allows you to publish blanks and printing products of the highest quality in the shortest possible time.

The publishing Department also produces advertising and information, advertising and image and presentation printing products (about 500 items per year).

**3. PLAN
FOR THE FURTHER DEVELOPMENT
OF THE EDUCATIONAL PROGRAM**

№	Event content	Realization term	Responsible person
Educational and methodical direction			
1	Preparation of textbooks on current disciplines (in the state and Russian languages)	2020-2024	Esengabylova A. K. Kasymova A. M.
2	Development and implementation of textbooks in English	2020-2024	Esengabylova A. K. Kasymova A. M.
3	Full educational and methodical support of all forms of educational process	2020-2024	Esengabylova A. K. Kasymova A. M.
4	Development of e-textbooks and obtaining patents	2020-2024	Esengabylova A. K. Kasymova A. M.
5	Modification of the content of OP taking into account the conjuncture of the labor market and the transformation of the economy	2020-2024	Esengabylova A. K. Kasymova A. M.
Research direction			
1	Publications in scientific journals of KKSON base	2020-2024	Teaching staff
2	Publications in scientific journals of SCOPUS, Web of Science database	2020-2024	Teaching staff
3	Participation in grant-funded projects	2020-2024	Teaching staff
4	The extension of NIRS (conferences, Olympiads, competitions of startups)	2020-2024	Teaching staff
Educational direction			
1	A round table on the theme" the understanding of religion today"	2020	Aitkulova S. N. Zhunisova G. A.
Advanced training			
1	Improving your English	2020-2024	Teaching staff
2	IELTS exam	2019-2021	Esengalieva A. K. Saparova A.K.
3	Participation in training seminars on the profile	2020-2024	Teaching staff
4	Training in external centers	2020-2024	Teaching staff
Career guidance			
1	Open day	2020-2021	Aitkulova S. N. Asanova Zh.A. Kasymova A. M.
Other areas of work			
1	Active cooperation with employers and graduates	2020-2024	Teaching staff

2	Formation of an active social position on the social problems of the country	2020-2024	Teaching staff, students
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