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| Educational program | 6B11101 Tourism |
| EP purpose | Training of competitive qualified personnel for the service sector, possessing knowledge in the field of modern innovative technologies, capable of carrying out professional activities aimed at improving the tourism and hospitality industry, ensuring the effective functioning of a tourism enterprise, successful organization and planning of tourism activities. |
| EP type | Acting |
| Level on NQF | 6 |
| Level on SQF | 6 |
| The awarded academic degree | Bachelor |
| Period of study | 4 |
| Volume of the credits | 240 |
| Language of education | Kazakh, Russian, English |
| Date of approval of the OP at the Board meeting | 10.04.2024 |
| Professional standard | Tourism 17.01.2017, Provision of tourist services 06.12.2022 |

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| № | Learning outcomes: |

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| 1 | to show an active civic position in interpersonal and intercultural communication in a multilingual environment based on 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 Kazakh society; |
| 2 | аpply innovative approaches to understanding public socially significant phenomena and processes in the legal, entrepreneurial, industrial, environmental environment; |
| 3 | аnalyze international conventions and documents in the field of tourism and hospitality to identify trends in the development of international tourism and the role of international tourism organizations in the development of tourism; |
| 4 | аnalysis and forecasting of tourist flows based on the assessment of the tourist potential of the regions of the Republic of Kazakhsta; |
| 5 | apply the skills of planning and organizing production, economic, logistics and other activities in the system of tourist services, for the effective conduct of economic activity; |
| 6 | apply marketing and management tools in tourism activities to make effective management decisions in tourism industry organizations; |
| 7 | to carry out business communication in oral and written forms to promote the image of the tourist business; |
| 8 | аpply automated management systems of tourism and hospitality industry enterprises, modern technologies of production, promotion and sale of tourist products to expand business opportunities in the field of tourism and hospitality; |
| 9 | рlan the economic activity of a tourist enterprise based on the monitoring of tourist resources using the best world practices of the tourism, hospitality, recreation and entertainment industry; |
| 10 | to organize safe production and economic activities of tourist and hotel enterprises, in order to minimize risks, dangers and threats arising during maintenance and management of the economy; |