|  |  |
| --- | --- |
| Educational program | 6B11103 Tourism and hotel business |
| EP purpose | Training of competitive tourist personnel with knowledge in the field of modern innovative technologies, capable of carrying out professional activities aimed at improving the tourism and hospitality industry, ensuring state regulation of the tourism industry, organizing and planning tourist events. |
| EP type | New |
| Level on NQF | 6 |
| Level on SQF | 6 |
| EP distinctive features | No |
| The awarded academic degree | Bachelor |
| Period of study | 4 |
| Volume of the credits | 240 |
| Language of education | Russian, Kazakh, English |
| Date of approval EP on the Academic Council | 10.04.2024 |
| Professional standard | Organization of recreation and leisure of guests, Organization of tourist services in outbound tourism, Reception and accommodation of guests, Provision of tourist services, Organization of business events in tourism (festivals, exhibitions, forums, infotours) 06.12.2022  Hotel management, Tourism 17.01.2017 |

|  |  |
| --- | --- |
| № | Learning outcomes: |
| 1 | Have the ability to evaluate and apply research methods and innovative approaches to understanding socially significant social phenomena and processes in legal, economic, entrepreneurial, industrial, environmental, cultural environments and anti-corruption policy. |
| 2 | possess the skills of competent writing and oral speech, including in English, for the preparation and execution of business documentation and professional communication of the tourist and hotel business; |
| 3 | apply knowledge of the fundamentals of the theory and methodology of tourism, the provisions of international conventions and UNWTO documents to identify trends in the development of international tourism and hotel business; |
| 4 | to use modern advanced automation technologies for the organization of production and economic activities in the tourist service system; |
| 5 | to study marketing research methods for the promotion and sale of tourism and hospitality products and services; |
| 6 | to form a package of documents for tourists based on the regulatory framework for determining the rights and obligations of tourists and travel agents; |
| 7 | apply the methodology of determining the economic efficiency of the organization's activities to conduct a strategic, situational, comprehensive economic analysis of all types of activities of the tourism and hospitality industry enterprise; |
| 8 | to investigate the methods of human resource management and the activities of the enterprise for making managerial decisions in tourism and hotel business; |
| 9 | to plan and organize various event events for the implementation of entertainment services in tourism and hotel business; |
| 10 | to predict the ways of effective business in the service sector for the management of tourist and hotel enterprises; |
| 11 | plan and design activities in hospitality organizations based on the use of modern equipment and service technologies focused on the needs of customers in various types of services; |
| 12 | 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; |
| 13 | to form an understanding of logistics processes and transport schemes for the delivery of tourists to achieve the efficiency of logistics and transport systems in terms of maintaining customer service quality standards; |