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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

16.02.2022

Registration number

6B1100133

Date of EP passport updating

24.07.2026 23:51

Field of education

6B11 Services

Direction of personnel training

6B111 Service industry

Group of educational programs

B091 Tourism

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 activities aimed at improving the tourism and hospitality industry, ensuring state regulation of the tourism industry, tourist events.

EP type

New EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian Kazakh multilingual English

Professional Standard for EP

Exists

№	Name of professional standard
1	Organization of recreation and leisure of guests
2	Reception and accommodation of guests
3	Provision of tourist services
4	Organization of business events in tourism (festivals, exhibitions, forums, infotours)
5	Organization of tourist services in outbound tourism

Professional standards (career standards)

Professional standard has been used at developing EP ☒



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Professions

Profession №1	
Profession	Менеджер отдела бронирования
Уровень по ОРК	6
Labor functions	Организация работы отдела бронирования и регист Планирование работы отдела бронирования и реги Мотивация сотрудников отдела бронирования и ре Контроль работы отдела бронирования и регистра Координация работы отдела бронирования и регис

Professional standard №2

Professional standard	Предоставление туристских услуг
Approval year	2022
CCEA	

Professions

Profession №1	
Profession	Менеджер въездного и внутреннего т
Уровень по ОРК	6
Labor functions	Проведение внутренних туров Организация внутренних туров Проведение въездных туров Разработка въездных туров Разработка внутренних туров Организация въездных туров

Professional standard №3

Professional standard	Организация туристских услуг в сфере
Approval year	2022
CCEA	

Professions

Profession №1	
Profession	Туристический оператор-фрахтовател
Уровень по ОРК	6



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Professional standard №4

Professional standard

Организация деловых мероприятий в

Approval year

2022

CCEA

Professions

Profession №1

Profession

Руководитель-организатор

Уровень по ОРК

6

Labor functions

Разработка бюджета делового мероприятия

Управление реализацией делового мероприятия

Разработка концепции делового мероприятия (фестиваля, выставки, фести

Volume of the credits

240

Degree to be conferred

Bachelor

Period of study

4

Date of approval EP on the Academic Council

27.04.2026

☒Existence of the annex to the license for the direction of personnel training

The license number on the direction of training

KZ49LAM00007465

☐The training format is online

☒EP accreditation existence

Atlas of new professions

[Бренд-менеджер туристских дестинации](#)

Regional standard

<https://enic-kazakhstan.edu.kz/files/1744378861/rl-k-kartasy-zhet-su-oblysy.pdf>

турист-сервис/ универсальный специалист;

туристский коуч

The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	To form an understanding of logistics processes and	ON1	Организация туристской поездки и чартерных перевозок Проведение чартерных перевозок Контроль реализации чартерн
2	Apply the methodology of determining the economic	ON2	Разработка бюджета делового мероприятия Организация работы отдела бронирования и регистрации

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		ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ	English	
3	To investigate the methods of human resource	ON3	Контроль работы отдела бронирования и регистрации гостей Мотивация сотрудников отдела бронирования и регистрации госте	
4	To organize safe production and economic activities of	ON4	Проведение внутренних туров Организация въездных туров	
5	Apply knowledge of the fundamentals of the theory	ON5	Разработка концепции делового мероприятия (фестиваля, выставк	
6	Plan and design activities in hospitality organizations	ON6	Планирование работы отдела бронирования и регистрации гостей Разработка концепции делового мероприятия (фестиваля, выставк	
7	To study marketing research methods for the promotion	ON7	Управление реализацией делового мероприятия	
8	Possess the skills of competent writing and oral	ON8	Организация работы отдела бронирования и регистрации Проведение внутренних туров Разработка въездных туров	
9	To form a package of documents for tourists	ON9	Разработка внутренних туров Проведение въездных туров	
10	To plan and organize various event events for the	ON10	Организация въездных туров Организация внутренних туров Разработка внутренних туров Проведение въездных туров	
11	Have the ability to evaluate and apply research methods	ON11	Разработка концепции делового мероприятия (фестиваля, выставк	
12	To use modern advanced automation technologies for	ON12	Организация туристской поездки и чартерных перевозок Проведение чартерных перевозок Контроль реализации чартерн	
13	To predict the ways of effective business in the	ON13	Координация работы отдела бронирования и регистрации гостей Мотивация сотрудников отдела бронирования и регистрации госте Контроль работы отдела бронирования и регистрации гостей	

Data on disciplines

№	Name of discipline	Short description of discipline	Cycle
1	Fundamentals of Scientific Research	The goal is to form knowledge about the principles, technologies, practical methods and techniques of conducting scientific research based on modern achievements of scientists. Forms the basic foundations of scientific culture and ethics, flexible perception of scientific texts, skills of effective application of acquired knowledge in planning and organizing research work, the ability to analyze and summarize research results.	GED
2	Ilyastanu	The purpose of the discipline is to develop a deep-thinking personality with high aesthetic taste, appreciating literature, art, traditions, culture and language of the Kazakh people through a deep and comprehensive study of the works of Ilyas Zhansugurov. Forms an understanding of the importance of the works of Ilyas Zhansugurov in the development of the Kazakh literary language; skills of intellectual and creative thinking, the ability to cherish the values of national and spiritual heritage.	GED
3	Fundamentals of Financial Literacy	The course is aimed at gaining knowledge and skills in the field of personal finance management. Also, as part of the course, students will learn how to use in practice all kinds of tools in the field of finance, save and increase savings, plan a budget competently, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.	GED

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4	Basics of Law and Anti-Corruption Culture	of law, the basics of an anti-corruption culture, as well as the laws of the emergence, development and functioning of the state and law. The course forms the skills of an anti-corruption culture and a high level of theoretical knowledge about the main functions of law in the state and society, its impact on the development of law-based state, civil society.	GED
5	Ecology and Life Safety Basics	Purpose – to form knowledge on the basics of ecology and life safety, allowing to analyze environmental processes, assess the socio-ecological consequences of anthropogenic activities, methods and technologies of protection in emergency situations. Develops skills to assess the impact of environmental factors on human health; predict environmental processes for planning and implementing measures to improve life safety; make decisions in adverse environmental and emergency situations, taking into account the possible consequences of accidents, catastrophes, natural disasters.	GED
6	Economics and Entrepreneurship	The purpose is to familiarize students with the economic problems of modern society, the formation of economic thinking and gaining knowledge in the field of theoretical foundations and practical skills in the field of entrepreneurship. It is focused on the formation of students' comprehensive understanding of the laws of the functioning of the economy, obtaining business education aimed at acquiring applied competencies in various fields of entrepreneurial activity, reveals the features of creating and successfully running their own business.	GED
7	Fundamentals of Artificial Intelligence	The discipline is aimed at studying the basic concepts, methods and algorithms that underlie the creation and application of artificial intelligence. As part of this course, students will learn the theoretical foundations of machine learning, neural networks, natural language processing algorithms, and computer vision. They will also get acquainted with the ethical, social and legal aspects of the application of artificial intelligence in various areas of life.	BD
8	Professionally Oriented Foreign Language	The discipline focuses on teaching a profession using a foreign language. Provides an opportunity to develop and improve professional communication skills. It allows students to acquire communicative competencies, the level of which allows them to practically use a foreign language in professional (industrial and scientific) activities, as well as for the purposes of self-education in the field of tourism. Acquires the ability to carry out foreign language communication within the limits defined by the program, which allows you to professionally correlate language tools with specific areas of services, situations, conditions and tasks of communication.	BD
9	Tourism Potential of the Regions of Kazakhstan	The discipline is aimed at studying the natural, cultural-historical, and socio-economic tourism resources of the regions of Kazakhstan. It examines the features of regional tourism specialization, the assessment of territorial attractiveness, the development of tourism infrastructure, and the prospects for promoting regional tourism products in both domestic and international markets.	BD
10	Hospitality Industry	Examines the history of the development of the hospitality industry in the world, Kazakhstan, the region, as well as the structure of the hospitality industry. Studies the factors influencing the development of the hospitality industry. Teaches identification and analysis of factors affecting the development of the hospitality industry. Analyzes the current trends in the development of the hospitality industry. Predicts the prospects for the development of the hospitality industry.	BD
11	Service Activities in the Hospitality Industry	The study of needs as the basis for the formation of the service market in the hospitality industry. Studies the Essence of service activities and the role of prerequisites for the development of service activities. Considers the tourist as a guest and as a consumer of services. The role of a travel agent and tour operator in the hospitality industry. Studies the specifics of the product in the hospitality industry in relation to the consumer and ensuring the quality of service activities.. gives the concept of customer orientation. Considers loyalty as a result of service activities in the hospitality industry and methods of forming consumer loyalty.	BD



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12	Tourism and the Hotel Marketing	for the implementation of its concept at tourist enterprises and hotels, as well as teach them the skills of marketing research and assessment of the market conditions of services. Considers a systematic view of the formation of marketing product, price, sales, communication strategies of a tourist and hotel enterprise and market segmentation as a means of selecting the target market and capturing it.	BD
13	Tourism and the Hotel Management	Studies the basics and objects of management in tourism and in the hotel. Examines the methods, functions and principles of management in tourism. Compares the management style of a tourist and hotel company, methods of personnel management. Analyzes the features of labor process management, forms of communication. Predicts the types and causes of conflicts and methods of their elimination; technology for making effective management decisions in tourism.	BD
14	Basics of Tourism	This discipline involves familiarization with the basics of tourism, the territorial and recreational characteristics of the territory (country, economic region) based on the analysis of historical, economic, statistical data on natural conditions and resources, population and economy. Studying the course will allow you to analyze modern socio-economic processes in tourism, predict their development; explain, based on the obtained theoretical knowledge and a variety of factual material, the patterns of tourist flows; form a statistical analysis that allows you to analyze the current state of the tourism market.	BD
15	International Tourism	Considers a holistic view of the world picture of the geography of international tourism, its development in individual countries and regions. It is aimed at forming students' understanding of the sectoral and spatial structure of the geography of international tourism, trends and features of its territorial development. In the course of studying the discipline, the student will master the methodology for assessing the sustainable development of the geography of international tourism and the main directions of tourist flows.	BD
16	Technology and Organization of Excursion Business	The course "Technology and Organization of Excursion business" is aimed at developing in students a system of knowledge, skills, and competencies necessary for professional activity in the field of excursion services. During the course, students study the theoretical foundations of excursion studies, the principles and stages of developing an excursion product, as well as the specifics of its organization and implementation. Special attention is given to the technologies of preparing and conducting excursions, methods of working with different categories of tourists, and issues of quality and safety in excursion services. Students acquire skills in identifying customer needs, developing competitive excursion offers, and building effective interaction with clients.	BD
17	Leisure and Entertainment Industry	Discipline studies the laws of the origin and development of leisure. Determines the peculiarities of organizing leisure activities for tourists, the principles of organizing entertainment services in the field of tourism and hospitality. Analyzes methods and techniques for implementing animation. Develops the ability to assess the modern entertainment industry, to form a spatial understanding of the main centers of the leisure industry of their specialization.	BD
18	Professional Office Management in Tourism	It is aimed at mastering the student's literary, oral and written speech in the scope of the studied historical, tourist, country studies topics and to perform work, which consists in the compilation, registration of documents, their processing and storage. The timeliness and correctness of managerial decision-making largely depends on how well the document is drawn up and executed, and the work with it is organized. The documents reflect and take into account the activities of the organization, firm, enterprise.	BD
19	Business Communications	It is aimed at mastering knowledge and practical skills of effective business communication. Promotes the acquisition of skills to overcome communication barriers, crisis and conflict communication of professional activity. Analyzes verbal and nonverbal means of communication to recognize the intentions of partners using these means. Plans to develop strategies and tactics of communication projects and programs. Predicts the negotiation process by representatives of various nations.	BD

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20	Business Tourism	concept and specifics of business tourism. Describes the types and their features, types and formats of business events. Analyzes the state and development trends of business tours. The development of a business tour, networking as an opportunity to establish new business contacts within the framework of events and staff training for the event industry is given.	BD	
21	Organization of the Hotel Industry	This course studies the problems of the hotel industry as a sector on which tourist flows and the development of tourism in the Republic of Kazakhstan depend. Aimed at mastering knowledge about the organizational and managerial structure of the world hotel complex, about the main services of the hotel and the peculiarities of the interaction of these services; new technologies of hotel business to effectively meet the needs of the tourist market. Teaches the coordination of hotel activities; acquiring the skills of effective communication with clients in the process of carrying out hotel activities. Plans to develop a strategy and tactics for the hotel business; willingness to research and evaluate the effectiveness of innovations in the hotel industry.	BD	
22	Automation of Hotel and Restaurant Services and Artificial Intelligence	Considers the sequence and technology of reserving hotel seats; accepting booking orders from consumers, making reservations 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.	BD	
23	Service Ethics in the Hospitality Industry	Contains theoretical knowledge in the field of business etiquette in the hotel and business, allowing you to have a clear idea of the rules of communication in the service industry. Examines the specifics of working with the staff of hospitality industry enterprises. Studies the skills of conflict resolution at the enterprises of the hospitality industry. Plans the stages of making effective strategic and operational management decisions that correspond to the ethics of a civilized hotel and tourism business.	BD	
24	Animation Activities in the Hospitality Industry	Examines the structures and technologies of animation activities; types of animation activities in tourism. Studies the algorithm of animation organization at a tourist enterprise. Describes the features of animation activity planning, the development of the entertainment market and the problems of its research. Cites information and other technologies for their application in the organization of animation activities.	BD	
25	Entrepreneurial Activity in the Hospitality Industry	Forms students' holistic understanding of the logic of entrepreneurial activity in the hospitality industry. Particular attention is paid to practical issues of implementing entrepreneurial ideas, planning the entrepreneur's activities, developing pricing policy, reducing production costs, as well as forms and methods of production and commercial activities used in the activities of service enterprises.	BD	
26	Service Technology in the Hospitality Industry	Examines the process of organizing services in the hospitality industry. Explores the analysis of the current state of the global hospitality industry. Teaches the definition of the features of the technology of serving specialized restaurants, public catering, hotels. Evaluates the features of industrial and technological activities of hotels and other accommodation facilities. Plans to develop skills in quality control of accommodation and catering services provided to tourists; organization of tourist services in hotels and tourist complexes.	BD	
27	Digitalization of the Service Sector and Artificial Intelligence	Studies the motives of service providers to use modern information technologies. Teaches you how to benchmark digital technologies. The course examines various aspects of the impact of digitalization on certain stages of the reproduction cycle, the problems of state regulation and support for the digitalization of the service sector, as well as the digital transformation of competition and the activities of modern companies. Researches and analyzes the benefits and possible risks of digitalization implementation. Plans to develop skills in predicting the dynamics of the main socio-economic indicators of the organization, industry, region and economy as a whole under the influence of digitalization processes.	BD	

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28	Microeconomics of the Service Sector	by economic actors and individual choice in the social sphere, causal relationships between microeconomic variables in the social sphere and tourism. Organizes the development of an understanding of the methodological principles of the analysis of microeconomic models of behavior of individual economic entities. Arguably substantiates the cause-and-effect relationships and relationships between microeconomic variables.	BD
29	Legal Support of Tourism and the Hospitality Industry	The discipline reveals the peculiarities of the emergence and development of legal forms of organizations and activities in the field of tourism, focusing on the current international and foreign tourist law. Forms the acquisition of practical knowledge on the organization of the work of travel agencies; disclosure of the features of contracts used in the practice of organizing the travel business. Teaches proficiency in the analysis of legal documents; analysis skills for evaluating the activities of tourism industry institutions; skills of working with regulatory and legal material on tourism orientation.	BD
30	The Transport Provision in Tourism	Studies the rules of passenger transportation on various types of transport. Examines the features of tourist transport services; the technology of automated service systems in transport. Analyzes methods of insurance of tourists and transport risks in tourist passenger transportation. Describes the practical skills of providing transport services to tourists on domestic and foreign routes in order to use them in further practical activities.	BD
31	Logistics in Tourism	The discipline studies the logistics features of the tourism industry, in particular applying logistics principles to its organization and management. Considers the use of logistics principles and techniques in the management of travel companies as an opportunity to significantly increase business profitability by reducing costs and increasing the level of logistics coordination of all tourist service operations.	BD
32	Image and Trend in the Tourism Business	It demonstrates the formation of a positive image of specialists in the field of tourism, tourism industry 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.	BD
33	Planning and Organization of Tourism Business	In the process of mastering the course program, students will consider theoretical and methodological problems of tourism development, get acquainted with the basic principles and functions of planning and organizing tourism business, form practical skills and skills of applying knowledge in their future professional activities. The purpose of the course is a holistic view of the tourism business and consideration of all the components of the tourist system in their interrelations in a complex.	BD
34	Documentary Support of Management of the Tourist and the Hotel Enterprise	Considers the need for documentation in the management of enterprises and institutions in the tourism sector. Forms knowledge and skills of working with documents necessary for effective management of an enterprise in the tourism industry. Teaches the preparation, correctness of execution of organizational, administrative and reference-information documents of the organization. He plans to acquire the necessary skills in managing the workflow of tourist enterprises, analyzing the available data when comparing facts and making theoretical and practical conclusions.	BD
35	International Organizations in the Legal Regulation of Tourism Activities	Examines the general characteristics of international and foreign tourist law. Studies the tourist law of individual foreign countries, the legal regulation of the entertainment (leisure) industry in the field of tourism. Reveals the features of the legal regulation of tourist transportation, the legal regulation of tourist activity. Plans to master skills in the field of the legal regime of objects and means of activity in the field of tourism and legal forms of activity in the field of tourism.	BD



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36	Organization of Tourist Activities	tourism industry and their impact on the main approaches to the organization of this activity. Teaches the analysis of organizational aspects of management of the hospitality and tourism industry. Examines the features of external factors of travel rating, tourist product and its consumers. She plans to master the skills of applying standards in tourism activities, assessing consumer satisfaction with the services of the tourism industry, compliance of quality standards at enterprises of the tourism industry with the requirements of regulatory documents.	BD
37	Tourist and Recreational Design	Considers the areas of tourism and tourist activity as objects of design. Studies the types and types of tourist space, the market of tourist products and services. Describes the main stages of designing tourist and recreational products. Analyzes the problems and prospects of the development of electronic tourism business. Predicts the design of the activities of a tourist enterprise and business processes of a tourist organization.	BD
38	Technology of Sales and Promotion of Tourism Products	It is aimed at mastering knowledge and skills in the field of organizing tour operator and travel agency activities. Considers sales technologies and promotion of tourist products. Studies technologies for the formation of an export-oriented national tourism product. Plans to train competent work on the compilation and formation of a tour operator's product.Predicts technologies of inbound tourism (travel organized for foreign citizens associated with their crossing of the state border of the Republic of Kazakhstan).	BD
39	Security in the Hotel and Restaurant Business	Studies the legal foundations of security; regional aspects of security. The essence and system of economic security of the state are considered. Enterprise risk management is disclosed; models for identifying and analyzing opportunities, risks and threats. Predictive planning is described: identification of risks and search for opportunities. Typical economic and legal situations in business are given; personal financial security.	PD
40	Economic Analysis of Hotel Enterprises	The discipline examines the basics and specifics of using the basics of economic knowledge for the enterprises of the hotel industry. Determines and analyzes the costs of the hotel company and other accommodation facilities. Examines the methodology for analyzing the results of the activities of functional units of hotels and other accommodation facilities, customer service.	PD
41	Mechanisms for Building a Business Plan in the Hospitality Industry	Studies the essence and content of business planning. Examines the methodology for developing a business plan for hospitality industry enterprises. Reveals the possibilities of choosing consumers of services. Conducts research on the competitive environment. Describes the process of developing tourist goods and services. Studies pricing policy in the business planning system. Plans a distribution and sales system, marketing communications, promotion and advertising. Compares the production and organizational plans of the enterprise. Reveals the role of the financial plan. Predicts performance assessment and risk management.	PD
42	Food Service Management in the Hospitality Industry	The discipline is aimed at studying the principles of organizing food services in the hospitality industry, the structure of public catering enterprises, service technologies, and quality management of services. It covers issues such as menu planning, sanitary and hygienic requirements, service standards, and the economic aspects of the operation of restaurants, cafes, and hotel enterprises.	PD
43	Risks in the Service Sector	Studies risk analysis in the tourism services market. Examines possible key risk factors in the field of tourism services, the causes of their occurrence and methods of prevention (prevention). Describes the current stages of financial risk management and their types; the process of risk management and minimization. Analyzes external and internal forms of risk, a step-by-step plan of the management system and risk minimization in the service market.	PD

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44	Tourism and the Hotel Infrastructure	in meeting the needs of consumers of tourism services and tourism products. Teaches the definition of the main directions of activities for the organization and improvement of consumer services in the main sectors of tourism infrastructure. She plans to develop skills for practical analysis of situations related to the development of tourism infrastructure in Kazakhstan and the factors that hinder this process.	PD
45	Tourist Formalities	Studies the peculiarities in the preparation of the necessary documents, without which it becomes impossible to travel abroad or invite a foreign tourist. Examines the basic principles and value of tourist formalities for the implementation of a tourist product, as well as the most complete understanding of the modern system of passport and visa control and rules, customs and currency regulation, medical and sanitary rules for the organization of outbound tours.	PD
46	Tour Operator, Travel Agent Activity	Considers the development of the tour operator and travel agent business; basic legal acts regulating the activities of tour operators and travel agents. Cites the current state and trends of tourism development. Describes the main consumer properties of the tourist product; the procedure and main parameters of the preparation of the service program; conditions of relationship with partners-service providers. Summarizes information about appendices to the tour operator's contract with service providers.	PD