



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

CONTENT

№		
1	OPTIONAL COMPONENTS OF THE CYCLE OF GENERAL COURSES	4
2	OPTIONAL COMPONENTS OF THE CYCLE OF CORE COURSES	7
3	OPTIONAL COMPONENTS OF THE CYCLE OF MAJOR COURSES	16



1. OPTIONAL COMPONENTS OF THE CYCLE OF CORE COURSES

Optional component 1

Course: History of Tourism

Intensity of the Course: 6 academic credits

Module Code: BT-4

Module Name: Basics of Tourism

Prerequisites: Speciality Tourismology

Purpose: The study of the history of tourism development as a spatial and socio-economic phenomenon and the object of its scientific study in the design of tourist enterprises and other tourist facilities, forecasting tourist demand and tourist flows, solving issues of integrated development and territorial organization of tourism.

Short Description: The discipline is aimed at the formation of theoretical knowledge in the field of historical prerequisites, the development of tourist activity in certain tourist territories. Students will form knowledge about the history of the development of organized travel in the world and the Republic of Kazakhstan. They will have the skills to use research methods in their professional activities, as well as identify current trends in the development of tourist and recreational activities in certain territories.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 7 - Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 10 - Coordinates tourism and local history events that prioritize sound nature management, environmental protection, and extreme tourism, taking into account current global economic trends.

LOP 11 - Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - Forms ideas about the history of tourism development around the world and about the origin of tourism;

LOC 2 - Analyzes the scientific directions of geographical research of tourism;

LOC 3 - Analyzes the formation of tourism during the USSR and the emergence of tourist and excursion societies;

LOC 4 - Analyzes the main tasks and modern changes in the development of tourism in the world and in the country.

Post requisites: Cartography in tourism and GIS

Optional component 1

Course: Tourism and country studies

Intensity of the Course: 6 academic credits

Module Code: BT-4

Module Name: Basics of Tourism

Prerequisites: Speciality Tourismology

Purpose: To form students' understanding of the physical and geographical, socio-economic, political, geopolitical, cultural and religious features of the countries of the world, about the development and prospects of modern tourism in the regions and territorial recreational resources that affect it.

Short Description: The discipline forms an idea of the history, nature, population, culture, economy, features of politics, economy of the states of the regions of the world, the development and prospects of modern tourism, as well as recreational resources affecting it, the territorial recreational system. Students know the components of the country that make up the conditions and prerequisites for the organization and development of tourism in the territory.

Learning Outcomes in EP (LOP):



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 - Develops plans for tourism business and prospects for tourism development based on national and foreign experience.

LOP 10 - Coordinates tourism and local history events that prioritize sound nature management, environmental protection, and extreme tourism, taking into account current global economic trends.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - Owns the main theoretical content of the tourist country study;

LOC 2 - Determines the relationship and impact on tourism of each component that makes up the country-specific complex;

LOC 3 - He is able to give a comprehensive country-specific (historical-ethnographic, religious-cultural, socio-economic, political) characteristics of countries and regions of the world, to understand the mechanism of tourist activity of countries and to apply in practice the skills of mastering the principles of effective use of natural and economic resources in the tourism sector;

LOC 4 - Conducts a professional assessment of the features of countries from the point of view of tourism development in the future; processes and is able to work with materials and information on country studies, analysis of the country in the tourist direction.

Post requisites: Cartography in tourism and GIS

Optional component 2

Course: Organization of ecotourism in protected areas of Kazakhstan

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Marketing of Tourism

Purpose: Formation of knowledge on ways of rational use of natural resources and prospects of development of ecotourism.

Short Description: The discipline provides students with knowledge about the content and history of ecotourism, the geography of ecotourism objects, types of ecotourism, the impact of ecotourism on nature, features, problems and prospects of ecotourism in society. Students will gain skills in working with documents. They will master practical methods regulating ecological tourism, planning, organizing and conducting ecological tours and routes. Students will know the standard environmental management systems and the features of the environmental audit infrastructure in tourism.

Learning Outcomes in EP (LOP):

LOP 10 – Coordinates tourism and local history events that prioritize sound nature management, environmental protection, and extreme tourism, taking into account current global economic trends.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 – Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - develops environmental tours and destinations;

LOC 2- compiles route documentation containing directions of routes and programs of tours;

LOC 3-applies in practice components of environmental management and marketing;

LOC 4-Instructions for safety and behavior on ecological trails, provides a reminder to tourists in ecological tours.

Post requisites: Touroperating

Optional component 2

Course: Animation services in tourism



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Marketing of Tourism

Purpose: Transfer of knowledge about the main organizations and functions of animation activities in tourism, features, forms of organization in other countries, animation of different types of tourism, as well as about individual animation. Organization of tourist service and operation of adjacent bases, enterprises, development of infrastructure of tourist recreation, tourist programs through animation services.

Short Description: During the course, the student will gain knowledge of the development of standard animation programs and algorithms (techniques) for their adaptation to certain groups of vacationers. Master the knowledge of the analysis of factors affecting the completeness and effectiveness of the implementation of animation management and the conjuncture of the tourist and hotel market of the district, region, country. The discipline will form the student's theoretical knowledge of participation in the formation of pricing policy, taking into account the complex issues of animation services and animation management of the hospitality and tourism enterprises. The student will learn to put long-term and short-term planning of the animation activity of the enterprise.

Learning Outcomes in EP (LOP):

LOP 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business.

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

Learning Outcomes in Course (LOC):

LOC 1 - develops the basics of management of animation services in tourism.

LOC 2 master the rules of design and implementation of animation programs in tourism.

LOC 3 learned about the personal and professional qualities of the animator and learned to create entertainment programs for the rest group.

LOC 4-contest search and quizzes, design your thoughts, preparation of playgrounds.

Post requisites: Touroperating

Optional component 3

Course: **Sanatorium-resort management**

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Management of Tourism

Purpose: Mastering the typology of medical tourism, the history of the development of medical tourism, resort science and accommodation features, types of sanatoriums, resort facilities in medical tourism.

Short Description: The discipline forms the basis of students' theoretical knowledge of the geography of health tourism, the current state and prospects for the development of sports and balneological tourism. The student will be able to describe how to properly use the healing properties of nature to maintain health, determine the needs of consumers. The student will be able to compare recreational areas and recreational places in Kazakhstan. The student will also be able to group natural conditions and recreational resources, ways of improving the health of the population.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - Forms a complete idea of the geography of medical and health tourism;

LOC 2 - Develops the types and features of accommodation of sanatoriums, resort facilities in medical tourism;

LOC 3 - Determines the recreational zones and places of the territory of Kazakhstan can quickly acquired knowledge; implements natural conditions and methods in improving the population;

LOC 4 - Collects and processes information on facilities and trends in the healthcare market; develops skills in the formation and management of tourism-treatment profile organizations

Post requisites: Touroperating

Optional component 3

Course: Fundamentals of accounting in tourism

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Management of Tourism

Purpose: Formation of accounting knowledge and skills of competent accounting and net profit in the planning and organization of the economy of tourism, tourist business.

Short Description: The discipline examines the basic principles and methods of accounting in the tourism industry. Students will recognize the basics of accounting, including the preparation of financial statements, accounting of income and expenses, analysis of financial information. The course helps students to develop practical accounting skills in tourism, to realize the importance of financial control and proper accounting for the effective management of tourism enterprises and organizations. Understand the basic principles and concepts of accounting; the content and structure of the balance sheet, accounts and two-way systems, the study of current economic entities and capital.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 -studies and knows the initial stage of accounting fundamentals in the development of accounting.

LOC 2 - structure and content of the balance sheet, balance sheet sections.

LOC 3- learn to distinguish accounting procedures and calculation cycle steps.

LOC4-studies documents, their details and order of completion, classification of documents, document circulation.

Post requisites: Touroperating

Optional component 4

Course: Fundamentals of servicology

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Management of Tourism

Purpose: Formation and development of a system of knowledge, methods and techniques about the person and his needs, socio-cultural satisfaction of the emerging needs of the individual, family and society.

Short Description: The discipline is aimed at the formation of students' systematic knowledge about the service and tourism sector, the rules of the industry. The discipline examines the field of communication that make up the quality of service, the algorithm of service quality. Students with the acquired knowledge will be able to compare the types of services and the rules of public service, consumer rights. Students will form the concept of service technologies, will be able to identify new types of services and progressive types of hotel and restaurant services.



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Learning Outcomes in EP (LOP):

LOP 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business.

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - Expands knowledge of service services in the tourism industry;

LOC 2 - Can define a contact area that is part of the quality of service; studies the rules of service to the public and the rights of consumers;

LOC 3 - Organizes hotel and restaurant service; works with service technologies;

LOC 4 - Plans and implements new types of service services.

Post requisites: Hotel Industry

Optional component 4

Course: **Sustainable tourism**

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Management of Tourism

Purpose: Be able to analyze ways to consider ways to minimize negative effects and maximize positive effects, takes into account the needs of travelers, as well as the needs of the host community, local enterprises and nature, as well as sustainable transport methods, green hotels, ways to distribute and use local and ethical products.

Short Description: The discipline introduces students to the principles and practices aimed at creating a sustainable and environmentally responsible tourism industry. Students study the balance between the development of tourism and the preservation of natural and cultural resources, including the principles of environmental sustainability, socio-cultural interaction and economic efficiency. The course also covers waste management, energy efficiency, biodiversity protection and community involvement in sustainable tourism development. Students develop skills and strategies for applying sustainable practices in the tourism industry.

Learning Outcomes in EP (LOP):

LOP 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business.

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - defines the needs of travelers.

LOC 2- learns to distinguish between the needs of the host community, local enterprises and nature.

LOC 3- shapes the use of sustainable transportation methods, environmentally friendly hotels and local and ethical products.

LOC 4- learns about conservation and interpretation of cultural heritage, wildlife conservation, landscape restoration and much more.



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Post requisites: Hotel Industry

Optional component 5

Course: Cartography in tourism and GIS

Intensity of the Course: 8 academic credits

Module Code: CPD-6

Module Name: Creation of a tourist product and digital technologoc

Prerequisites: Speciality Turismology

Purpose: The discipline considers the theoretical principles and basic aspects of the geographic information system in tourism as the field of basic knowledge of the cartographic department of tourism. In this discipline will learn the basics of digital card, computer and network communications. Formation of skills of the theory and practice of geographical information system on the territory of tourism, knowledge and skills of mapping.

Short Description: The discipline forms students' knowledge about the geoinformation system in tourism (GIS). To solve some issues in tourism, it is necessary to know the basics and structure of geoinformation systems. Have a general understanding of the collection, processing and use of information; GIS functionality; be able to make a scientific and technical analysis of a cartographic image of a tourist object; compose compiled maps, and also be able to comprehensively analyze and design a map.

Learning Outcomes in EP (LOP):

LOP 1- Demonstrate knowledge of and adherence to ethical and legal norms in research and use of digital technologies. Apply security measures when working with digital information and data protection, promote the active, safe and ethical use of digital resources.

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - mastering the explanatory and terminological apparatus on the basis, mastering the methodological and methodical form of representation in the computing environment.

LOC 2 - Formation of the ability to analyze and evaluate geographic information using GIS technology, to display geographical objects using machine graphics.

LOC 3 - formation of knowledge about the use of GIS technologies in the territory of tourism, including in various spheres of human activity.

LOC 4 - study of anthropogenic and natural complexes and their application in the practice of GIS-technologies.

Post requisites: Department of Tourism Industry of Kazakhstan in modern conditions

Optional component 5

Course: World historical and tourist-recreational resources

Intensity of the Course: 8 academic credits

Module Code: CPD-6

Module Name: Creation of a tourist product and digital technologoc

Prerequisites: Speciality Turismology

Purpose: Formation of knowledge about objects of the world natural, recreational, historical and cultural heritage, their tourist significance and effective use. Training in the evaluation of cultural objects and natural attractions.

Short Description: The discipline is aimed at forming students' knowledge about the objects of the world natural and cultural heritage. Students study the evaluation criteria for cultural sites and natural attractions. They also



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

form the skills and competencies of working with the World Heritage List by country and region and learn to work with the materials of the World Heritage Committee session.

Learning Outcomes in EP (LOP):

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LOP 10 – Coordinates tourism and local history events that prioritize sound nature management, environmental protection, and extreme tourism, taking into account current global economic trends.

LOP 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1- examines criteria for assessing cultural objects and natural attractions;

LOC 2-analyzes the current economic and social condition of tourist centers;

LOC 3 - master the proceedings of the session of the World Heritage Committee;

LOC 4- can provide an objective assessment of world natural and cultural heritage objects.

Post requisites: Department of Tourism Industry of Kazakhstan in modern conditions

Optional component 6

Course: Department of Tourism Industry of Kazakhstan in modern conditions

Intensity of the Course: 6 academic credits

Module Code: PDRK-7

Module Name: Potential and directions of tourism resources of Kazakhstan

Prerequisites: Digital Technologies in Tourism

Purpose: Increasing knowledge about the development of the tourism industry in the Republic of Kazakhstan, giving a general idea of the tourism industry. Formation of entrepreneurship skills, an expert with familiarization with the main activities and directions of enterprises that make up the tourism industry.

Short Description: Students receive theoretical knowledge about the provision and successful implementation of the development of domestic integrated tourism. Defines the direction of the modern sphere of state regulation. Considers joint planning and policy on tourism development at the republican and regional levels.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 - Develops plans for tourism business and prospects for tourism development based on national and foreign experience.

LOP 8 - Owns technologies for organizing entrepreneurship in tourism, creating new tourist routes and cluster development of the industry.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

Learning Outcomes in Course (LOC):

LOC 1 - Improves knowledge on the development of the tourism industry in the country;

LOC 2 - Defines the place and importance of the tourism industry in tourism;

LOC 3 - Plans activities to manage the tourism industry;

LOC 4 - Defines the direction of modern state regulation and tourist potential of the tourism industry in Kazakhstan.

Post requisites: Entrepreneurship and Start up



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Optional component 6

Course: Cluster Method of Tourism Development in the Republic of Kazakhstan

Intensity of the Course: 6 academic credits

Module Code: PDRK-7

Module Name: Potential and directions of tourism resources of Kazakhstan

Prerequisites: Digital Technologies in Tourism

Purpose: Issues of development of socio-economic situation of the country, formation of modern infrastructure, development of green economy and increase of competitiveness of national economy are considered, deep knowledge is given. Formation of students' basic ideas, considering cluster development as an organizational form of strengthening of interested parties, aimed at achieving a competitive advantage in modern economic conditions.

Short Description: The purpose of the course is to form students' knowledge of the theoretical and methodological foundations of the cluster of the tourism industry through theoretical research, to analyze the provision of local residents with jobs, issues of improving small and medium-sized businesses, local opportunities of the tourism industry. Develops knowledge and skills in the management and organization of tourist clusters.

Learning Outcomes in EP (LOP):

LOP 6 - Carries out professional activities in accordance with international and legal documents of the Republic of Kazakhstan in the field of tourism.

LOP 7 - Develops plans for tourism business and prospects for tourism development based on national and foreign experience.

LOP 8 - Owns technologies for organizing entrepreneurship in tourism, creating new tourist routes and cluster development of the industry.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

Learning Outcomes in Course (LOC):

LOC 1 - Owns cluster methods of tourism development;

LOC 2 - Able to differentiate the role and features of mechanisms that promote interchange between clusters;

LOC 3 - Shows how to use the cluster in the development of the tourism industry;

LOC 4 - Will find suitable ways to promote Kazakhstan tourism to the world level.

Post requisites: Entrepreneurship and Start up

2. OPTIONAL COMPONENTS OF THE CYCLE OF MAJOR COURSES

Optional component 1

Course: Insurance and Standardization, Certification in Tourism

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Planning and Organization of Tourism Business

Purpose: Education in insurance classification and standardization, certification, licensing in the field of tourism.

Short Description: Students are able to determine the essence, goals and types, functions, forms of insurance and standardization, certification, licensing provided in tourism activities. The student connects the acquired knowledge with the peculiarities of insurance in tourism, the dangers of a tourist enterprise and tourists (travelers), the order of medical insurance and the state of the insurance business in Kazakhstan. The student develops generalized knowledge about standardization, certification, legal bases of licensing, technical and legal norms of tourist activity. The ability to distinguish between documents: standard, certificate, license.

Learning Outcomes in EP (LOP):



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - Owns the types and functions of insurance and standardization, certification, licensing in tourism;

LOC 2 - Defines the methods of insurance of a travel company against risks;

LOC 3 - Indicates the ways to fully provide tourists with medical insurance and an insurance policy for their property;

LOC 4 - He is able to draw up regulatory and technical documentation necessary to ensure the safety of tourists and tourists.

Post requisites: Restaurant Business

Optional component 1

Course: Logistics in tourism

Intensity of the Course: 5 academic credits

Module Code: FMOI-5

Module Name: Fundamentals of management and organization of tourism and recreation infrastructure

Prerequisites: Planning and Organization of Tourism Business

Purpose: Providing students with theoretical information on ways to improve logistic managerial and organizational capabilities in tourism organizations, on the role of logistics in economic activity, the concept of logistics and the evolution of its development, the main objects of the study of logistics, logistics in tourism.

Short Description: The purpose of the discipline is to develop students' practical skills and knowledge necessary to provide high-quality service to tourist groups on various types of transport. The course focuses on understanding logistics aspects in tourism and takes into account the general characteristics of transport services, including transport networks in Kazakhstan and abroad for popular outbound tourism programs. Students understand the process of organizing tourist services on automobile, road, air and water transport, based on the provisions of transport charters and codes.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1-Information-planning tours, order processing, demand forecasting.

LOC 2-transport tourists-chooses the mode of transport and carrier company;

LOC 3- is an essential component of the logistics system - selection of personnel for the service of tourists.

LOC 4- introduces the work of the production of services, logistics units that service the process of formation of the tour and customer service.

Post requisites: Restaurant Business



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Optional component 2

Course: Hotel Industry

Intensity of the Course: 6 academic credits

Module Code: TE-8

Module Name: Tourism entrepreneurship

Prerequisites: Fundamentals of serviology

Purpose: Study and analyze the basics of management of hotel enterprises and definition of forms, subjects and objects of hotel industry. Also acquaint with the most common methods of management depending on the specifics of hotel enterprises.

Short Description: Students acquire theoretical knowledge about the history of hospitality, taking into account world experience, national and cultural traditions of Kazakhstan, modern achievements of world domestic science in organizing the reception of guests from other countries. Students develop theoretical knowledge about the organizational structure, functions and services in a hotel and a hotel. The student connects the acquired knowledge about automated control systems and means of communication with the organization of catering and recreation of guests. Students acquire practical skills in the process of marketing and reserving available hotel rooms, in serving guests as managers.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - Improves knowledge about the hotel industry and the dynamics of its development;

LOC 2 - Studies and analyzes the basics of hotel management;

LOC 3 - Able to apply many of the management approaches in accordance with the nature of hotel businesses;

LOC 4 - Can use methods of economic assessment in the hotel industry.

Post requisites: Entrepreneurship and Start up

Optional component 2

Course: Corporate governance and Law

Intensity of the Course: 6 academic credits

Module Code: TE-8

Module Name: Tourism entrepreneurship

Prerequisites: Fundamentals of serviology

Purpose: Formation of knowledge and skills about the essence of corporate governance, its structure in the economic system, the rational use of services that increase the efficiency of the corporate economy, about rights and prices. The main trends of modern business communication technology, the main information channels and their communicative role in Kazakhstan and abroad will also be considered.

Short Description: The main purpose of the discipline is to form students' knowledge of corporate governance and law. At the end of the course, the student will master knowledge about the management of the organizational and legal design of the business, optimization of organizational structures, building intra- and inter-company relations of the company in accordance with the accepted goals. Gain knowledge about the analysis and synthesis of the main function of corporate governance.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - improves knowledge about the main types of communication culture, methods of effective management of nature;

LOC 2 - develops the essence and functions of business communications;

LOC 3 - acquires business communication skills in the process of management;

LOC 4 - analyses and analyses the regulatory framework for innovation.

Post requisites: Entrepreneurship and Start up

Optional component 3

Course: **Restaurant Business**

Intensity of the Course: 4 academic credits

Module Code: TE-8

Module Name: Tourism entrepreneurship

Prerequisites: Fundamentals of serviology

Purpose: Education on the organization and conduct of the restaurant and hotel business, the quality of service and telecommunication capabilities of the enterprise.

Short Description: With the knowledge gained, the student will be able to classify restaurants and their characteristics, factors that determine the possibility of effective work. The student will be able to determine the features of the formation and design of the restaurant menu, compare the methods of organizing the technological process and the work of the staff in the restaurant, types and forms of restaurant service. With the knowledge gained, the student will group the trends in the development of the Kazakh restaurant business, highlight the signs of the features of the professional ethics of the restaurant employee, design, corporate identity.

Learning Outcomes in EP (LOP):

LOP 5 - Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 - Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 9 - Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - Owns the organization and conduct of restaurant business;

LOC 2 - Determines the factors that determine the possibility of effective operation of the restaurant;

LOC 3 - Implements types and forms of restaurant service;

LOC 4 - Conducts marketing research to improve the quality of restaurant operations.

Post requisites: No

Optional component 3

Course: **Taxation system in tourism and pricing**

Intensity of the Course: 4 academic credits

Module Code: TE-8



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Module Name: Tourism entrepreneurship

Prerequisites: Fundamentals of servicology

Purpose: Acquaintance with the basics of modern tax management, consider and consider the stages of the pricing policy of travel agencies. Tax Service of the Republic of Kazakhstan: education on formation, stages and problems of development.

Short Description: The student develops theoretical knowledge about the activities of the tourism taxation system in the Republic of Kazakhstan. Students get acquainted with the basics of modern tax management, socio-economic reasons and stages of its development. With the knowledge gained, students will be able to differentiate the main factors of pricing in tourism, types of prices in tourism, the regulatory income of a travel agency, the nature of demand and price sensitivity. The student will be able to give concepts to the models of price formation of a travel agency, their methods of price adaptation, types of activities and the main directions of price differentiation.

Learning Outcomes in EP (LOP):

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 11 - Evaluates the tourist potential in professional activities, market conditions, and the effectiveness of tourist activities.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1- can work with the basics of modern tax management;

LOC 2-reveals the formation and stages of the tax service of Kazakhstan in the tourism sector;

LOC 3-projects the solution of problems of development of the tax service in tourism;

LOC 4- can make settlements in the tax system..

Post requisites: No

Optional component 4

Course: **Entrepreneurship and Start up**

Intensity of the Course: 5 academic credits

Module Code: TE-8

Module Name: Tourism entrepreneurship

Prerequisites: Planning and organization of the tourist business

Purpose: Formation of skills necessary for individual business and implementation of individual business projects.

Short Description: Students acquire knowledge on the basics of entrepreneurship introduces the key concepts of the business world. Students will be able to assess their own entrepreneurial potential, and will receive an algorithm for launching their first startup. The discipline is aimed at a large number of tasks, the solution of which is aimed at obtaining practical knowledge and skills, proven solutions, technologies and tools in the field of start-up project management. to help students develop IT competencies, Agile skills, Teamwork, Business Skills and Softskills.

Learning Outcomes in EP (LOP):

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LO 8 – Owns technologies for organizing entrepreneurship in tourism, creating new tourist routes and cluster development of the industry.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.



KAZAKH NATIONAL WOMEN'S TEACHER TRAINING UNIVERSITY
INSTITUTE OF NATURAL SCIENCES
6B11101 - Tourism

Learning Outcomes in Course (LOC):

LOC 1 - Formation of ideas about the bases of labour legislation, regulatory and legal documents related to professional activity;

LOC 2- is getting an idea of national income indicators and the fundamentals of public sector development;

LOC 3-owns practical Business Planning skills;

LOC 4-formation of professional competencies of an entrepreneur who is able to create Startup and implement business ideas.

Post requisites: No

Optional component 4

Course: Business Analytics

Intensity of the Course: 5 academic credits

Module Code: TE-8

Module Name: Tourism entrepreneurship

Prerequisites: Planning and organization of the tourist business

Purpose: In this course, you will learn to identify, evaluate, and use the capabilities of business analytics that create value. To this end, you will examine the main analytical methods and case studies of the organizations that have successfully implemented them.

Short Description: The student will be able to analyze the market, determine its size, and correctly evaluate competitors. Knows what a business model is and how to do it, understands what financial indicators are. In practice, they learn to carry out strategic planning. Ability to describe business processes. Master data analysis tools with Excel tables. Learn to master and analyze different project management techniques. Students learn how data is used in many areas. Knowing that most of working with data is the ability to interpret data visualization and interpret ideas for others.

Learning Outcomes in EP (LOP):

LOP 5 – Provides tourist services at the highest level in accordance with standards for different levels of professional activity.

LOP 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.

LOP 7 – Develops tourism business plans and prospects for tourism development based on national and foreign experience.

LO 8 – Owns technologies for organizing entrepreneurship in tourism, creating new tourist routes and cluster development of the industry.

LOP 9 – Conducts professional analysis, assessment and consulting of the tourism industry in modern conditions of development.

LOP 12 - Makes independent decisions when working with modern tourist services and when solving professional tasks and problems.

Learning Outcomes in Course (LOC):

LOC 1 - the ability to critically examine and analyse data;

LOC 2-give the opportunity to identify opportunities for value creation with the help of Business Analytics;

LOC 3-evaluation of the information collected by business analysis to realize a certain opportunity;

LOC 4-works with the concept of analytical and outside of sample predictions and discusses the correctness of quality.

Post requisites: No