

## 6B11101-Tourism

**The purpose of the educational program:** Preparation of a bachelor in the field of services, able to combine theoretical knowledge with practice, possessing ethical skills and business qualities.

### 1.2 VISION, MISSION, PROGRAM GOAL, VALUES, UNIVERSITY GRADUATE ATTRIBUTES

**Vision:**

An intellectual platform that develops teachers who can manage in a rapidly changing world.

**Mission:**

Formation of teacher leaders who are able to create, develop and disseminate advanced knowledge and values in the field of education for the benefit of the country and the world.

**Program goal:**

Our University aims to become a hub for innovative teaching, learning, research as well as the development of rural education in Central Asia.

**Values:**

Integrity, dedication to one's work, caring for others.

**University graduate attributes:**

- Self-taught, able to reflect and explore their practice
- Have moral and ethical qualities and are responsible
- Have deep subject, digital knowledge and a broad intellectual outlook
- Creative and critical thinking, collaborative and communicative
- Practice leadership in teaching and learning, and adapt to rapidly changing environments
- Diverse, inclusive and for equality of opportunity in society

### 1.3. THE RATIONALE BEHIND THE EDUCATION 64 GRAM

The educational program 6B11101-Tourism is based on the introduction of training based on the use of a new approach to the formation of key personal, general cultural, professional competencies necessary for graduates, and the preparation of bachelors in the field of services for research, organizational and technological, managerial and production, educational, cultural and educational work, innovative technologies of multilingual education, high-quality specialists who are competitive in the labor market, have higher education, are fluent in several languages, have practical skills and leadership qualities, oriented in the field of tourism.

The relevance of the OP. Preparation of comprehensively educated, qualified, competitive personnel with fundamental knowledge in the field of services, capable of developing and implementing professional research skills, implementation of projects aimed at the practical application of modern methods and technologies of organizing the activities of enterprises (institutions) in the tourism sector, emphasis on the organization of professional activities, in which the student is focused on permanent professional self-improvement.

*Market demand.* Tourism accounts for about 10% of the world's total product, 30% of world exports of services, 7% of world investment, 10% of jobs and 5% of all tax revenues. On average, in order to receive income equivalent to those provided by one foreign tourist, it is necessary to export to the world market about 9 tons of coal or 15 tons of oil, or 2 tons of high-grade wheat. At the same time, the sale of raw materials depletes the country's energy resources, and tourism works to renew resources. Each tourist entering the country spends an average of about 20 US dollars every hour, 30 tourists generate 1 workplace. Tourism, acting as an important segment of foreign trade involving export-import operations with services, has the specifics of "invisible" exports. Unlike other sectors of the economy, whose products are transported to the consumer, it causes people to migrate to places where recreational resources are concentrated, and the consumption of these resources occurs in a certain place. Currently, tourism is one of the most profitable types of business in the world. Using about 7% of the world's capital, tourism has firmly taken third place after the export of oil, petroleum products and automobiles. According to estimates of the UN World Tourism Organization (hereinafter - UNWTO), by 2030 it is expected that 1.8 billion people will travel to famous cities, popular resorts and historical and cultural monuments. a person, the income from hotel and tourist services will amount to approximately 2 trillion. 550 million jobs will be created in the tourism sector.

According to UNWTO forecasts, ecotourism will grow at a rapid pace over the next two decades, and global ecotourism spending will grow at a faster rate than the entire tourism industry as a whole. The most promising destinations included in the TOP 10 are priority tourist territories, taking into account the potential and features of all these objects. The created hunting tourism infrastructure allows to develop ecological tourism in these territories, encouraging the local

population in addition to wildlife conservation. Ecological tourism. In many countries, more and more attention is being paid to the development of eco-tourism. Over the past five years, there has been a significant increase in interest in Kazakhstan's recreational resources from foreign tourists. Thus, the share of inbound tourism in the volume of recreational services has significantly increased.

**Ethnographic tourism.** Kazakhstan is a country with a rich historical and cultural heritage. Kazakhstan, located in the center of Eurasia, is at the junction of the ancient civilizations of the world, at the transport, social and economic, cultural and ideological crossroads between West and East, South and North. The Great Silk Road passed through the steppes of Kazakhstan. In different periods of history, states with their own cultural history have emerged and developed on the territory of modern Kazakhstan. For the development of health tourism in Kazakhstan there are a variety of tourist and recreational resources. There are 20 registered and functioning resort areas in Kazakhstan, the main part of which (more than 10) are balneological, mud-healing, climatic resorts with natural healing factors studied and researched. Resort areas with natural healing factors, such as more than 500 sources of therapeutic mineral water, 78 mud lakes, 50 climatic zones, will allow the development of recreational and health tourism in Kazakhstan.

The development of the educational program is the preparation of graduates of the specialty service sector - a manager-a specialist capable of solving organizational and managerial, production and technical tasks and problems in accordance with the economic needs of the modern labor market, able to perform the necessary actions with the main strategic directions of state policy in the field of tourism and types of professional activities in the tourism industry.

Kazakhstan ranks 71st out of 136 countries in terms of the availability of qualified personnel in the tourism sector. Currently, in Kazakhstan, personnel training for the tourism industry is carried out in 61 universities, 3,500 specialists are graduated annually. The problem of shortage of specialists in the tourism industry, as well as the quality of their training, is one of the important issues hindering the sustainable and effective development of the tourism industry in the Republic of Kazakhstan. The general shortage of qualified personnel in the field of tourism is evident in the provision of tourist services.

Despite the presence in Kazakhstan of many educational programs with a tourist orientation, there is still a need for systematic coordination in practice-oriented education, professional training of certain categories of professionals in the tourism industry, for example, guides, guides, entertainment animators, determining professional requirements taking into account the needs of the modern market of tourist services. 65

#### 1.4. DISTINCTIVE FEATURES OF THE EDUCATIONAL PROGRAM

Academic mobility	
Double-degree program	
Additional education (Minor)	(Minor) Tourist business entrepreneur

#### Coincidence with similar EP of leading universities in the near and far abroad

Arden University (Coventry, UK) - 15 %  
 South Australia University (Adelaide, Australia) - 10 %  
 Flinders University (Adelaide, Australia) - 10 %  
 NARXOZ University (Almaty, Kazakhstan) - 5%

#### 1.5. GRADUATE CAREER OPPORTUNITIES

6B11101-Tourism can perform the following types of professional activities:

- educational (pedagogical);
- educational and educational;
- training middle-level specialists in tourism;
- educational and educational;
- educational and technological;
- socio-pedagogical;
- experimental research;
- scientific research;
- tourist and recreational;
- service and operational;
- search and preventive;
- instructor in tourist excursion institutions;
- production and technological;
- in marketing services of tourist enterprises;
- in consulting companies of the tourism industry;
- organization-management;
- employees in public administration organizations in the field of tourism business;
- managers managing public and private companies in the field of tourism;
- these are the heads of tourist complexes (hotel business, restaurant business, transport services for tourists, etc.);
- information and communication;

- in advertising agencies providing tourist services to foreign markets;
- in various sectors of tourism infrastructure.

## 1.6. AREAS OF PROFESSIONAL COMPETENCE

### Area of professional competence 1

Uses the basic principles and methods of social, humanitarian and economic sciences in solving social and professional problems, is able to analyze socially significant problems and processes; has a culture of thinking, is capable of generalization, analysis, perception of information, setting goals and choosing ways to achieve it; is able to logically correctly, argumentatively and clearly build oral and written speech; is able to find organizational and managerial solutions in non-standard situations and is ready to take responsibility for them.

### Area of professional competence 2

Has knowledge of participation and setting goals and objectives, developing strategies, planning resources and actions to achieve the goals of an organization that ensures customer satisfaction; is capable of setting tactical tasks, distributing powers, monitoring their implementation; is capable of providing service; is capable of organizing marketing communications that promote the positioning of services provided in the market; owns self-management techniques (distribution of working time, delegation of authority, management of their own psychological resources); has legal literacy and understanding of the legal field of their professional activities.

### Area of professional competence 3

Activity in the use of innovative activities; the ability to create a team and a harmonious atmosphere in it; the fullest use of the capabilities of employees with the help of their placement; the ability to clearly formulate tasks, goals and attitudes; competence and skill; development of independent creative thinking; the ability to quickly establish contact with people; the ability to empathize, capture the mood of people, identify their attitudes and expectations; the ability to psychoanalyze, that is, self-control, self-criticism, self-assessment of their actions; stress resistance; eloquence.

## 1.7. EDUCATIONAL PROGRAM LEARNING OUTCOMES:

**LO 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.

**LO 2-** They use the principles of self-regulation, are reflected in all aspects of life, adhere to an active lifestyle, demonstrate openness to new knowledge, and have a research curiosity to receive and analyze information.

**LO 3-** Demonstrate communication skills in various communities, in 3 languages, has the skills to effectively convey an idea, manages a team and is able to be part of it, creates an inclusive environment, adaptive

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

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

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

**LO 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.

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

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

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

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

**Matrix for correlating EP learning outcomes with graduate attributes**

	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	V 12
<b>GA1</b>		+	+	+	+	+	+	+	+	+	+	+
<b>GA 2</b>	+								+	+	+	+
<b>GA 3</b>	+					+	+			+		
<b>GA 4</b>	+								+			+
<b>GA 5</b>		+	+	+	+	+	+	+	+	+	+	+
<b>GA 6</b>	+		+					+				

## 1.8. REFERENCES

**The educational program is developed based on the following legal acts:**

- 1) The professional standard "Tourism", approved by the order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 3 dated January 17, 2017.
- 2) Sectoral Qualifications Framework of the education sector, approved by Protocol №2 of the meeting of the sectoral tripartite commission on social partnership and regulation of social and labor relations under the Ministry of Education and Science of the Republic of Kazakhstan dated November 23, 2016.