



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

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1. OPTIONAL COMPONENTS OF THE CYCLE OF GENERAL COURSES

Optional component 1

Course: Fundamentals of Legal Literacy and Anti-Corruption culture

Intensity of the Course: 5 academic credits

Module Code: GES -1

Module Name: General educational subjects module

Prerequisites: Basics Law (school cours)

Purpose: formation of a legally competent, law-abiding person who knows his rights and duties, intolerant of any manifestations of corruption.

Short Description: The discipline is a comprehensive course aimed at developing students' basic knowledge of law and sustainable skills in anti-corruption behavior. It is intended to lay the foundation for understanding the role of law in modern society, the principles of legality, the basic rights and duties of citizens, as well as to form an intolerant attitude towards corruption in all its manifestations. The discipline "Fundamentals of legal literacy and anti-corruption culture" plays an important role in the formation of legal awareness and anti-corruption resilience of individuals, which is a prerequisite for building a rule-of-law state and a healthy civil society.

Learning Outcomes in EP (LOP):

LOP 1 - Demonstrates knowledge and observance of ethical and legal norms in research and the use of digital technologies. Applies security measures when working with digital information and data protection, promotes the active, safe, and ethical use of digital resources.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOC 1 - To know the importance and role of legal culture in the life of society, its relationship with the political culture of the individual and the main definitions of corruption;

LOC 2 - Analyze the main obstacles on the way to ensuring the inalienable human rights; the role of human rights in personal life and in the life of society;

LOC 3 - Apply the acquired knowledge in political analysis, in the activities of public authorities, political and public organizations, analyze problems related to corruption and countering it;

LOC 4 - Be able to engage in dialogue as a way of relating to legal culture and society.

Post requisites: no

Optional component 1

Course: Ecology and Sustainable Development

Intensity of the Course: 5 academic credits

Module Code: GES -1

Module Name: General educational subjects module

Prerequisites: Biology (school program)

Purpose: To develop students' environmental skills, address modern ecological issues, strengthen the relationship between society and nature, and enhance environmental awareness and responsibility for protecting the environment, thereby ensuring their formation as active and responsible citizens.

Short Description: The course Ecology and Sustainable Development aims to develop students' environmental skills, solve modern environmental problems, form ways to develop relationships between society and nature, increase students' awareness of the environment, and their responsibility for protecting it. As a result, students will learn how to maintain vital balance by analyzing environmental trends and identifying priority areas for conserving nature. They will also be able to identify the main directions of modern environmental policy and practical approaches to addressing environmental issues at the global, regional and local levels. In addition, students will gain knowledge of various tools for managing environmental quality that can be used to achieve sustainable development objectives.

Learning Outcomes in EP (LOP):

LOP 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.



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LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOC 1 - Environmental Education and Skills: Students gain deep knowledge about environmental issues and principles of sustainable development, and acquire skills in environmental monitoring and data analysis.

LOC 2 - Environmental Responsibility and Activism: Students recognize their responsibility for protecting the environment and strive to actively participate in environmental initiatives, aiming to make changes in society.

LOC 3 - Understanding the Relationship between Society and Nature : Students comprehend the relationship between society and nature, develop environmental ethics and sustainable development strategies, enabling them to address social and environmental issues.

Post requisites: no

Optional component 1

Course: Fundamentals of Economics and Entrepreneurship

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Fundamentals of Entrepreneurship and business (school course)

Purpose: familiarization of students with the basics of economics and entrepreneurship, mastering the conceptual apparatus and basic forms of doing business.

Short Description: The discipline is an introductory course designed to provide students with basic knowledge and key competencies in the field of economic theory and entrepreneurship. It is aimed at understanding the fundamental economic laws, principles of functioning of a market economy, as well as at developing entrepreneurial thinking and practical skills necessary to create and run your own business. The discipline "Fundamentals of Economics and Entrepreneurship" lays the necessary foundation for further study of economic disciplines and can become a starting point for the development of students' entrepreneurial careers.

Learning Outcomes in EP (LOP):

LOP 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOC 1 - Know the basic concepts in the field of economics and entrepreneurship;

LOC 2 - Be able to find and use the necessary economic information; determine the organizational and legal forms of organizations;

LOC 3 - Determine the composition of the material, labor and financial resources of the organization;

LOC 4 - Evaluation of a business idea and development of a business plan.

Post requisites: no

Optional component 1

Course: Fundamentals of Leadership and receptivity to innovation

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module



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Prerequisites: no

Purpose: in the process of studying the discipline, the student develops the skills of setting goals and objectives, timely planning of group work, problem solving, a sense of responsibility and effective communication.

Short Description: The course contributes to the disclosure and development of leadership qualities in the personality of each student, the development of innovative susceptibility skills in him, as a process of adaptation to innovations caused by innovative processes, as well as the use of the results of scientific and technical processes in his life and professional activities. Studies the current state and prospects for the development of leadership qualities and the human factor in management.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 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.

LOP 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LOP 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1 - Understands theoretical and applied research in the field of modern management achievements in Kazakhstan and abroad using modern scientific methods;

LOC 2 - Knows how to work effectively individually and in a team;

LOC 3 - Independently study and continuously improve their qualifications throughout the entire period of professional activity;

LOC 4 - Applies professional knowledge in the field of organizational and managerial activities.

Post requisites: no

Optional component 1

Course: Emotional Intellect

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: no

Purpose: knowledge and ability to apply modern methods of diagnostics and development of emotional intelligence of students and soft skills, including in the format of distance learning.

Short Description: The discipline is aimed at mastering the role of a tutor by a teacher in the context of strategic guidelines and priority directions of the state educational policy of Kazakhstan. Students determine the place of emotional intelligence and "flexible competencies" in the educational process of a modern school. They apply modern methods and technologies of organizing educational activities, taking into account the development of flexible skills, including in the digital environment. They possess technologies for assessing and developing the emotional intelligence of students of different age groups.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 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.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

LOP 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1 - Modern methods and technologies of organizing educational activities taking into account the development of soft skills, diagnostics and evaluation of flexible skills, the formation of individual educational directions and methods of organizing group activities;



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LOC 2 - Application of modern methods and technologies for organizing educational activities, taking into account the development of flexible skills, including in the digital environment;

LOC 3 - Flexible skills on the skillfolio platform have the ability to carry out complex diagnostics of soft skills, interpret the results and develop them both in individual and group forms of training.

Post requisites: no

Optional component 1

Course: Fundamentals of mathematical statistics

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Mathematics (school programme)

Purpose: is to familiarize students with the forms and laws of consistent thinking, to teach students to think consistently, to contribute to the development of skills of sound argumentation.

Short Description: The purpose of the discipline is to familiarize students with the forms and laws of consistent thinking, to teach students to think consistently, to contribute to the development of skills of sound argumentation; Students understand the process of collecting, processing data and transmitting ideas, develop skills in using quantitative and qualitative data analysis in assessing the state of the object or phenomenon in question.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 7 – Manages information flows between the hotel and its guests, exploring ways to build a positive image of the hotel among stakeholders and tourists; is able to identify the requirements for insurance (reinsurance) contracts.

LOP 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services

Learning Outcomes in Course (LOC):

LOC 1 - The student summarizes the results of pedagogical and scientific research and learns to process them mathematically.

LOC 2 - Learns to systematize, clarify and use statistical data using statistical and mathematical methods.

LOC 3 - Effectively uses Chi-square, SSPP and Jamovi applications that statistically process the collected numbers.

Post requisites: no

Optional component 1

Course: Financial Literacy

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: no

Purpose: is to develop students' knowledge and practical skills in personal finance management, allowing them to make informed financial decisions and ensure their financial well-being.

Short Description: Improving the level of financial literacy will allow students to make rational financial decisions, solve emerging financial problems and detect financial fraud in a timely manner. The course "Fundamentals of Financial Literacy" is aimed at acquiring knowledge and skills in the field of personal finance management. During the course, students will learn how to use all kinds of financial tools in practice, save and increase savings, plan their budget competently, gain practical skills in calculating and paying taxes and correctly completing tax reports, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

Learning Outcomes in Course (LOC):



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LOC 1 - To know the basic financial concepts, the principles of financial markets, types of taxes, the basics of insurance, the possibilities of financial technologies.

LOC 2 - Be able to make a personal budget, analyze financial proposals, choose suitable financial products and services, make informed financial decisions, and protect your financial interests.

LOC 3 - Possess the skills of financial planning, investment, and risk management.

LOC 4 - Demonstrate financial literacy in everyday life, make responsible decisions in the field of finance.

Post requisites: no

Optional component 1

Course: Fundamentals of Ecology and Safe life

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Biology, Geography (school program)

Purpose: Preserving the stability of life, by analyzing environmental processes, forming priority areas and setting specific tasks for the conservation of nature.

Short Description: The discipline forms students' modern environmental education and culture, develops skills in applying methods to improve the safety of technical means and technological processes for safe life. Reveals the basic laws of the functioning of ecosystems of various levels of organization, the biosphere, the contradictions that arise in the relationship between man and nature, as well as the need for respect for nature and ecology.

Learning Outcomes in EP (LOP):

LOP 4 - Able to plan, organise and implement tourist and local history activities and eco-tourism taking into account the principles of sustainable development and rational nature management in accordance with modern trends in the world economy.

LOP 6 - Knows normative and legal acts that regulate professional activity in the sphere of tourism and entrepreneurship, providing a high level of tourist services in accordance with international quality standards.

LOP 10 – Develops attractive tourism products and services in the hospitality industry (including hotel and restaurant services), taking into account individual client needs and drawing on national and international experience; identifies the target audience, defines requirements for tourism products, evaluates tourism potential and operational efficiency (including visa issues), and manages orders in accordance with applicable legislation and established standards.

Learning Outcomes in Course (LOC):

LOC 1 – Knows the terms and concepts that define the main signs and features of ecosystems.

LOC 2 Has an understanding of the complex relationships that occur in nature, as well as between society and nature.

LOC 3 - Can provide an environmental assessment of the situation in the region and promote knowledge gained from work in all areas of its activities.

LOC 4 - Can analyze the main legislative documents on environmental safety and modern environmental issues.

Post requisites: no

1. OPTIONAL COMPONENTS OF THE CYCLE OF GENERAL COURSES

Optional component 1

Course: Fundamentals of Legal Literacy and Anti-Corruption culture

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Basics Law (school cours)

Purpose: formation of a legally competent, law-abiding person who knows his rights and duties, intolerant of any manifestations of corruption.

Short Description: The discipline is a comprehensive course aimed at developing students' basic knowledge of law and sustainable skills in anti-corruption behavior. It is intended to lay the foundation for understanding the role of law in modern society, the principles of legality, the basic rights and duties of citizens, as well as to form an intolerant attitude towards corruption in all its manifestations. The discipline "Fundamentals of legal literacy and anti-corruption



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culture" plays an important role in the formation of legal awareness and anti-corruption resilience of individuals, which is a prerequisite for building a rule-of-law state and a healthy civil society.

Learning Outcomes in EP (LOP):

LOP 1 - Demonstrates knowledge and observance of ethical and legal norms in research and the use of digital technologies. Applies security measures when working with digital information and data protection, promotes the active, safe, and ethical use of digital resources.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives

Learning Outcomes in Course (LOC):

LOC 1 - To know the importance and role of legal culture in the life of society, its relationship with the political culture of the individual and the main definitions of corruption;

LOC 2 - Analyze the main obstacles on the way to ensuring the inalienable human rights; the role of human rights in personal life and in the life of society;

LOC 3 - Apply the acquired knowledge in political analysis, in the activities of public authorities, political and public organizations, analyze problems related to corruption and countering it;

LOC 4 - Be able to engage in dialogue as a way of relating to legal culture and society.

Post requisites: no

Optional component 1

Course: Ecology and Sustainable Development

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Biology (school program)

Purpose: To develop students' environmental skills, address modern ecological issues, strengthen the relationship between society and nature, and enhance environmental awareness and responsibility for protecting the environment, thereby ensuring their formation as active and responsible citizens.

Short Description: The course Ecology and Sustainable Development aims to develop students' environmental skills, solve modern environmental problems, form ways to develop relationships between society and nature, increase students' awareness of the environment, and their responsibility for protecting it. As a result, students will learn how to maintain vital balance by analyzing environmental trends and identifying priority areas for conserving nature. They will also be able to identify the main directions of modern environmental policy and practical approaches to addressing environmental issues at the global, regional and local levels. In addition, students will gain knowledge of various tools for managing environmental quality that can be used to achieve sustainable development objectives.

Learning Outcomes in EP (LOP):

LOP 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector..

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives

Learning Outcomes in Course (LOC):

LOC 1 - Environmental Education and Skills: Students gain deep knowledge about environmental issues and principles of sustainable development, and acquire skills in environmental monitoring and data analysis.

LOC 2 - Environmental Responsibility and Activism: Students recognize their responsibility for protecting the environment and strive to actively participate in environmental initiatives, aiming to make changes in society.

LOC 3 - Understanding the Relationship between Society and Nature : Students comprehend the relationship between society and nature, develop environmental ethics and sustainable development strategies, enabling them to address social and environmental issues.

Post requisites: no



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Optional component 1

Course: Fundamentals of Economics and Entrepreneurship

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Fundamentals of Entrepreneurship and business (school course)

Purpose: familiarization of students with the basics of economics and entrepreneurship, mastering the conceptual apparatus and basic forms of doing business.

Short Description: The discipline is an introductory course designed to provide students with basic knowledge and key competencies in the field of economic theory and entrepreneurship. It is aimed at understanding the fundamental economic laws, principles of functioning of a market economy, as well as at developing entrepreneurial thinking and practical skills necessary to create and run your own business. The discipline "Fundamentals of Economics and Entrepreneurship" lays the necessary foundation for further study of economic disciplines and can become a starting point for the development of students' entrepreneurial careers.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

LO 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOC 1 - Know the basic concepts in the field of economics and entrepreneurship;

LOC 2 - Be able to find and use the necessary economic information; determine the organizational and legal forms of organizations;

LOC 3 - Determine the composition of the material, labor and financial resources of the organization;

LOC 4 - Evaluation of a business idea and development of a business plan.

Post requisites: no

Optional component 1

Course: Fundamentals of Leadership and receptivity to innovation

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: no

Purpose: in the process of studying the discipline, the student develops the skills of setting goals and objectives, timely planning of group work, problem solving, a sense of responsibility and effective communication.

Short Description: The course contributes to the disclosure and development of leadership qualities in the personality of each student, the development of innovative susceptibility skills in him, as a process of adaptation to innovations caused by innovative processes, as well as the use of the results of scientific and technical processes in his life and professional activities. Studies the current state and prospects for the development of leadership qualities and the human factor in management.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 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.

LOP 4 - Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.



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LOP 12 - Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1 - Understands theoretical and applied research in the field of modern management achievements in Kazakhstan and abroad using modern scientific methods;

LOC 2 - Knows how to work effectively individually and in a team;

LOC 3 - Independently study and continuously improve their qualifications throughout the entire period of professional activity;

LOC 4 - Applies professional knowledge in the field of organizational and managerial activities.

Post requisites: no

Optional component 1

Course: Emotional Intellect

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: no

Purpose: knowledge and ability to apply modern methods of diagnostics and development of emotional intelligence of students and soft skills, including in the format of distance learning.

Short Description: The discipline is aimed at mastering the role of a tutor by a teacher in the context of strategic guidelines and priority directions of the state educational policy of Kazakhstan. Students determine the place of emotional intelligence and "flexible competencies" in the educational process of a modern school. They apply modern methods and technologies of organizing educational activities, taking into account the development of flexible skills, including in the digital environment. They possess technologies for assessing and developing the emotional intelligence of students of different age groups.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 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.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

LOP 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1 - Modern methods and technologies of organizing educational activities taking into account the development of soft skills, diagnostics and evaluation of flexible skills, the formation of individual educational directions and methods of organizing group activities;

LOC 2 - Application of modern methods and technologies for organizing educational activities, taking into account the development of flexible skills, including in the digital environment;

LOC 3 - Flexible skills on the skillfolio platform have the ability to carry out complex diagnostics of soft skills, interpret the results and develop them both in individual and group forms of training.

Post requisites: no

Optional component 1

Course: Fundamentals of mathematical statistics

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Mathematics (school programme)

Purpose: is to familiarize students with the forms and laws of consistent thinking, to teach students to think consistently, to contribute to the development of skills of sound argumentation.

Short Description: The purpose of the discipline is to familiarize students with the forms and laws of consistent thinking, to teach students to think consistently, to contribute to the development of skills of sound argumentation;



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Students understand the process of collecting, processing data and transmitting ideas, develop skills in using quantitative and qualitative data analysis in assessing the state of the object or phenomenon in question.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LO 7 – Manages information flows between the hotel and its guests, exploring ways to build a positive image of the hotel among stakeholders and tourists; is able to identify the requirements for insurance (reinsurance) contracts.

LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

Learning Outcomes in Course (LOC):

LOC 1 - The student summarizes the results of pedagogical and scientific research and learns to process them mathematically.

LOC 2 - Learns to systematize, clarify and use statistical data using statistical and mathematical methods.

LOC 3 - Effectively uses Chi-square, SSPP and Jamovi applications that statistically process the collected numbers.

Post requisites: no

Optional component 1

Course: Financial Literacy

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: no

Purpose: is to develop students' knowledge and practical skills in personal finance management, allowing them to make informed financial decisions and ensure their financial well-being.

Short Description: Improving the level of financial literacy will allow students to make rational financial decisions, solve emerging financial problems and detect financial fraud in a timely manner. The course "Fundamentals of Financial Literacy" is aimed at acquiring knowledge and skills in the field of personal finance management. During the course, students will learn how to use all kinds of financial tools in practice, save and increase savings, plan their budget competently, gain practical skills in calculating and paying taxes and correctly completing tax reports, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.

Learning Outcomes in EP (LOP):

LOC 2 - Uses principles of self-regulation, is reflective in all aspects of life, adheres to an active lifestyle, demonstrates openness to new knowledge, and has a research curiosity for obtaining and analyzing information.

LOP 6 - Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

Learning Outcomes in Course (LOC):

LOC 1 - To know the basic financial concepts, the principles of financial markets, types of taxes, the basics of insurance, the possibilities of financial technologies.

LOC 2 - Be able to make a personal budget, analyze financial proposals, choose suitable financial products and services, make informed financial decisions, and protect your financial interests.

LOC 3 - Possess the skills of financial planning, investment, and risk management.

LOC 4 - Demonstrate financial literacy in everyday life, make responsible decisions in the field of finance.

Post requisites: no

Optional component 1

Course: Fundamentals of Ecology and Safe life

Intensity of the Course: 5 academic credits

Module Code: **GES -1**

Module Name: General educational subjects module

Prerequisites: Biology, Geography (school program)

Purpose: Preserving the stability of life, by analyzing environmental processes, forming priority areas and setting specific tasks for the conservation of nature.



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Short Description: The discipline forms students' modern environmental education and culture, develops skills in applying methods to improve the safety of technical means and technological processes for safe life. Reveals the basic laws of the functioning of ecosystems of various levels of organization, the biosphere, the contradictions that arise in the relationship between man and nature, as well as the need for respect for nature and ecology.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

LO 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOC 1 – Knows the terms and concepts that define the main signs and features of ecosystems.

LOC 2 Has an understanding of the complex relationships that occur in nature, as well as between society and nature.

LOC 3 - Can provide an environmental assessment of the situation in the region and promote knowledge gained from work in all areas of its activities.

LOC 4 - Can analyze the main legislative documents on environmental safety and modern environmental issues.

Post requisites: no

2. OPTIONAL COMPONENTS OF THE CYCLE OF CORE COURSES

Optional component 1

Course: **Museology and excursion activities**

Intensity of the Course: 6 academic credits

Module Code: BTI-4

Module Name: **The Basics of the Tourism Industry**

Prerequisites: Introduction to the tourism industry

Purpose: Purpose of discipline: to form students' competences in the field of organization of museum and excursion activities, development and conduct of excursions, effective interaction with the audience and professional presentation of cultural heritage.

Short Description: "Museology and excursion activities" is aimed at integrating theoretical knowledge and practical skills. Within the course, the history of museum business, formation and preservation of collections, organization of exhibitions and methods of interpretation are discussed. Special attention is paid to the methods of conducting tours, development of scenarios, storytelling application, and peculiarities of working with different categories of visitors. Students learn how to design tour routes, assess service quality, communicate effectively, and speak publicly. The discipline ensures the complete formation of professional competencies through various practical exercises.

Learning Outcomes in EP (LOP):

LOP 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LOP 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

Learning Outcomes in Course (LOC):

LOC 1. Explains the theoretical foundations of museum business and excursion services, the principles of preservation and interpretation of cultural heritage.

LOC 2. Develops excursion routes and author's texts of excursions using modern digital technologies.



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LOC 3. Applies skills of professional communication, storytelling and visitor experience management in excursion activities.

LOC 4. Evaluates the quality of museum and excursion services in accordance with international standards and principles of sustainable tourism.

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

Optional component 1

Course: **Tourism and country studies**

Intensity of the Course: 6 academic credits

Module Code: BTI-4

Module Name: **The Basics of the Tourism Industry**

Prerequisites: Introduction to the tourism industry

Purpose: Within the discipline, students study countries and regions in terms of tourism, analyzing their geographical, historical-cultural, socioeconomic, and political characteristics.

Short Description: The course covers the study of tourist resources, natural and cultural heritage, level of infrastructure development and position of territories on the tourist market. Students learn how to assess tourist potential, determine the attractiveness of territories, analyze tourist demand and develop tourism products and routes based on country-specific characteristics. Special attention is paid to the development of analytical, research and project skills as well as the application of sustainable development principles in tourism.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

Learning Outcomes in Course (LOC):

LOC 1. Describes the tourist-geographical, cultural and social features of countries in professional Turkish.

LOC 2. Uses Turkish in professional tourist communication and interaction with customers and partners.

LOC 3. Develops information and presentation materials on tourist destinations of countries.

LOC 4. Forms the competence of intercultural communication and service in international tourism.

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

Optional component 2

Course: **Organization of ecotourism in protected areas of Kazakhstan**

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Digital marketing in the tourism economy

Purpose: The purpose of discipline is to develop students' competence in the field of planning and management of ecotourism in specially protected natural areas, applying principles of sustainable development, use of artificial intelligence technologies for environmental monitoring and responsible use of natural resources in Kazakhstan.

Short Description: The course covers a comprehensive study of national parks and biosphere reserves, addressing current ecological challenges like ecosystem degradation and environmental prospects. Learners acquire core knowledge in biodiversity conservation, reducing anthropogenic stress within SDGs. The discipline builds subject skills in assessing recreational load, designing eco-routes, and maintaining safety standards. Students intensely develop practical skills using artificial intelligence platforms for forecasting tourist flows, digital monitoring of fragile ecosystems, and data-driven decision-making for sustainable tourism management.

Learning Outcomes in EP (LOP):

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.



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LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

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: Digital management of organizations and human resources

Optional component 2

Course: Animation services in tourism

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Digital marketing in the tourism economy

Purpose: Purpose of discipline: to form students' competence in developing and managing animated tourist programs, applying artificial intelligence technologies, strategies for increasing the flow of tourists, forming the tourism brand of Kazakhstan and implementing innovative digital solutions.

Short Description: The course covers a comprehensive study of organization, management, and digital development of animation programs. Students acquire fundamental knowledge in designing cultural-entertainment events, event planning, and service gamification. Within the curriculum, international promotion of the national brand and regional tourism development strategies are considered. Learners master essential subject skills in creating personalized immersive experiences using artificial intelligence, data analytics, and marketing automation. The discipline effectively builds creative, digital, and professional management competencies tailored to modern global tourism trends.

Learning Outcomes in EP (LOP):

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

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: Digital management of organizations and human resources

Optional component 3

Course: Department of Tourism Industry of Kazakhstan in modern conditions

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Digital marketing in the tourism economy

Purpose: The purpose of discipline is to form students' necessary professional skills in strategic management of the tourism industry in Kazakhstan, establishing cooperation at the international level, effective use of digital and artificial intelligence technologies, implementation of sustainable development principles, and optimal management of tourist projects.

Short Description: This course provides a deeper understanding of the tourism sector's current state, its management methods, and future paths. Training covers state plans, facility management, joint projects, and cooperation with international organizations like the UN Tourism Organization and UNESCO. Students learn about the



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implementation of sustainable development goals (SDGs), environmental protection, and social responsibility. Skills in AI-based tourist flow forecasting, market research, and digital marketing are systematically developed. This subject effectively enhances students' ability for strategic thinking, quantitative analysis, and digital tourism management.

Learning Outcomes in EP (LOP):

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

Learning Outcomes in Course (LOC):

1. Analyzes national and regional tourism management systems in Kazakhstan.
2. Applies cluster management models in regional tourism development.
3. Evaluates the competitiveness of tourism destinations.
4. Develops competencies in managing tourism projects through public-private partnerships.

Post requisites: Using artificial intelligence to manage tourist destinations

Optional component 3

Course: **Sustainable tourism**

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Digital marketing in the tourism economy

Purpose: Purpose of discipline: to form students' competencies in the field of sustainable and ecological tourism, rational use of natural resources, development of environmentally safe tourist products and ensuring balance between the development of tourism and environmental conservation.

Short Description: The course provides a comprehensive study of tourism development principles alongside natural and cultural resource preservation. The curriculum covers sustainable development concepts, addressing environmental, social, and economic balances. Students acquire fundamental knowledge in waste management, energy conservation, biodiversity protection, and local community engagement. The discipline develops essential skills in strategic planning of eco-tourism products, sustainable route design, and the application of international eco-standards and green technologies. It effectively trains responsible professionals capable of maintaining harmony between nature conservation and modern tourism activities.

Learning Outcomes in EP (LOP):

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

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.

Post requisites: Using artificial intelligence to manage tourist destinations

3. OPTIONAL COMPONENTS OF THE CYCLE OF MAJOR COURSES



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Optional component 1

Course: Touroperating

Intensity of the Course: 5 academic credits

Module Code: BTI-4

Module Name: **The Basics of the Tourism Industry**

Prerequisites: Introduction to the tourism industry

Purpose: The purpose of discipline is to form students with systemic knowledge and practical skills in the field of organizing tour operator activity, development of tourist product and market analysis, as well as develop competence for effective application of modern technologies in the industry.

Short Description: The course covers a comprehensive study of organizational foundations required to become an effective online (OTA) and offline tour operator within Kazakhstan's tourism industry. The curriculum explores global regional specificities, tourist package planning, and integration with global distribution systems (GDS). Learners acquire fundamental knowledge in customer-oriented service models and digital travel management. Students develop essential subject skills in dynamic packaging, market demand forecasting, competitive environment assessment, and online sales automation. The discipline systematically shapes high-level analytical, organizational, and communication competencies necessary for professional international and domestic tour operations.

Learning Outcomes in EP (LOP):

LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOP 1. Applies mechanisms for the formation, calculation and promotion of a tourist product.

LOP 2. Uses booking systems and digital platforms in the development of tour packages.

LOP 3. Organizes contractual and partnership activities with travel service providers.

LOP 4. Develops competitive and innovative travel products according to market requirements.

Post-requisites Sanatorium-resort management

Optional component 1

Course: World historical and tourist-recreational resources

Intensity of the Course: 5 academic credits

Module Code: BTI-4

Module Name: **The Basics of the Tourism Industry**

Prerequisites: Introduction to the tourism industry

Purpose: Purpose of discipline: to form students' competencies in the field of analysis of world historical and recreational resources, assessment of their tourist potential, development of competitive tourist products and their effective promotion with regard to sustainable development principles.

Short Description: The course provides a comprehensive study of world cultural and natural heritage crucial for global tourism expansion. The curriculum explores UNESCO World Heritage sites, historical monuments, unique natural landscapes, national parks, and recreational zones. Learners acquire core theoretical knowledge in resource classification, attractiveness evaluation, and destination potential analysis. Special attention is paid to developing essential subject skills in designing competitive tourism products based on cultural assets. Students master international market promotion, sustainable routing, and strategic marketing campaign implementation. This discipline effectively shapes advanced analytical, research, and project-driven management competencies.

Learning Outcomes in EP (LOP):

LOP 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LOP 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image,



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Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

Learning Outcomes in Course (LOC):

LOP 1. Analyses the geographical, natural and cultural characteristics of global tourism and recreational resources.

LOP 2. Assesses the recreational potential of tourist destinations in accordance with international tourism standards.

LOP 3. Develops tourist itineraries based on a comparative analysis of global tourism regions.

LOP 4. Applies the principles of sustainable use and conservation of tourism resources.

Post requisites: Sanatorium-resort management

Optional component 2

Course: Safety and certification

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Fundamentals of servicology

Purpose: Purpose of discipline: to form students with complex competencies in the field of safety and quality assurance of tourist services, application of standardization and certification systems, risk management, conducting audits and making management decisions in accordance with international and national standards.

Short Description: The course covers theoretical and practical foundations of tourism's legal regulation, licensing frameworks, and technical certification. The curriculum explores national legislation, threat assessment methods, health insurance mechanisms, and travel insurance markets. Learners acquire fundamental knowledge in establishing quality management systems based on international standards (ISO 9001, ISO 22301, ISO/IEC 27001). Students develop essential subject skills in safety protocol implementation, compliance auditing, meeting certification requirements, and integrating technical safety regulations. This discipline systematically enhances administrative, analytical, and operational competencies necessary for managing international tourism safety and risk mitigation.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LO 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LO 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1. Explains the requirements of safety systems and international certification in tourism.

LOC 2. Identifies tourism risks and organises measures to prevent them.

LOC 3. Applies ISO and HACCP standards and safety systems in the tourism industry.

LOC 4. Makes professional decisions to ensure the safety of tourists in emergency situations.

Post requisites: Using artificial intelligence to manage tourist destinations

Optional component 2

Course: Logistics in tourism

Intensity of the Course: 5 academic credits

Module Code: FMONvT -5

Module Name: Fundamentals of management and organization of national values in tourism

Prerequisites: Fundamentals of servicology



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Purpose: Purpose of discipline: To form professional competencies in the field of organizing tourist transport, managing logistics processes, providing quality service on various modes of transport and planning transportation in accordance with regulatory requirements.

Short Description: The discipline aims to train students in theoretical knowledge and practical skills necessary for quality service of tourist groups on various modes of transport. The course covers the basics of tourist logistics, general characteristics of transport service, as well as features of Kazakhstan's transport networks and international destinations. Students learn the practice of organizing tourist transport by road, rail, air and water, as well as studying the provisions of transport charters and codes. Particular attention is paid to route planning, transport safety, quality of service and coordination of logistics processes. Discipline forms a systemic understanding of transport and tourism.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LO 8 – Organises services in the fields of ecotourism, cultural tourism and recreation, adhering to the principles of environmental and social responsibility; develops the brand of a tourist destination, devises positioning strategies and applies cluster development technologies within the sector.

LO 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

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: Using artificial intelligence to manage tourist destinations

Optional component 3

Course: Hotel Industry

Intensity of the Course: 5 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Fundamentals of servicology

Purpose: Purpose of discipline: to form professional competencies in the field of hotel management, organization of service processes, application of automated systems, marketing and quality customer service

Short Description: The course covers a comprehensive study of the theoretical foundations and practical aspects of the hospitality industry. The curriculum explores the history of hospitality in Kazakhstan, global experience, traditions of receiving foreign guests, and modern scientific achievements. Learners acquire fundamental knowledge in hotel organizational structures, service department functions, food and beverage operations, recreation, and marketing principles. Students develop essential subject skills in operating automated property management systems (PMS), implementing modern communication technologies, managing room reservation systems, and executing advanced customer service techniques. This discipline systematically enhances critical managerial, communication, and professional service competencies.

Learning Outcomes in EP (LOP):

LO 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.

LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LO 7 – Manages information flows between the hotel and its guests, exploring ways to build a positive image of the hotel among stakeholders and tourists; is able to identify the requirements for insurance (reinsurance) contracts.

Learning Outcomes in Course (LOC):

LOC 1. Applies international standards and operational processes in the hotel industry.

LOC 2. Utilises PMS, CRM and smart hospitality technologies in their professional practice.

LOC 3. Develops skills in customer-focused service and guest experience management.



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LOC4. Assesses the quality and competitiveness of hotel businesses.

Post requisites: Using artificial intelligence to manage tourist destinations

Optional component 3

Course: Corporate governance and Law

Intensity of the Course: 5 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Fundamentals of servicology

Purpose: To form students with complex knowledge in the field of corporate management and law, develop skills of legal business registration, optimization of company structure, corporate decision-making and effective interaction within the organization.

Short Description: The discipline is aimed at forming in students a comprehensive understanding of corporate governance and legal business regulation. As part of the course, issues of legal registration and company layout, formation of corporate structure, functions and responsibility of governing bodies, rights of shareholders and regulation of corporate relations are discussed. Corporate law, internal and external regulatory mechanisms, contractual relations and legal risk management are also studied. Students develop skills in corporate process analysis, strategic decision-making and building effective company management models. The discipline combines legal and managerial competencies.

Learning Outcomes in EP (LOP):

LOP 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 7 – Manages information flows between the hotel and its guests, exploring ways to build a positive image of the hotel among stakeholders and tourists; is able to identify the requirements for insurance (reinsurance) contracts.

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: Using artificial intelligence to manage tourist destinations

Optional component 4

Course: Restaurant Business

Intensity of the Course: 5 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Fundamentals of servicology

Purpose: Develop professional competencies in the field of restaurant business organization and management, menu development, technology process planning, service quality assessment and application of elements of corporate culture.

Short Description: The discipline aims at a comprehensive study of the structure and features of the functioning of the restaurant industry. Students learn about restaurant classification based on their specific characteristics, as well as the analysis of factors that influence their performance. The course covers the principles of menu design, process organization, personnel management and service standards. Also studied are the types and forms of restaurant service, main directions of development of restaurant business in Kazakhstan, professional ethics of employees, as well as elements of corporate style and design. Discipline shapes managerial, analytical and service competencies.

Learning Outcomes in EP (LOP):

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.



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Learning Outcomes in Course (LOC):

- LOC 1. Organises the operational and managerial processes of catering establishments.
- LOC 2. Applies methods of food cost control, menu engineering and service quality management.
- LOC 3. Adheres to health and hygiene regulations and HACCP standards in the restaurant industry.
- LOC 4. Improves the efficiency of the restaurant business through the use of digital marketing and customer service.

Post requisites: Using artificial intelligence to manage tourist destinations

Optional component 4

Course: Taxation system in tourism and pricing

Intensity of the Course: 5 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Fundamentals of servicology

Purpose: Purpose of discipline: To train students in the field of tax system and price policy in tourism, application of regulatory framework, analysis of pricing models and effective economic decision-making in business

Short Description: The discipline aims at a comprehensive study of the taxation system of the tourist industry of the Republic of Kazakhstan, as well as mechanisms of price formation in tourism business. Trainees study the basics of tax management, socio-economic factors of tourism development and regulatory and legal regulation of industry. The course covers price types, standard revenue of tourist companies, price elasticity of demand and the influence of market factors. Pricing models, price adjustment strategies, differentiated pricing policies and legal aspects of regulation are also analyzed. Discipline shapes the skills of economic analysis and financial decision-making.

Learning Outcomes in EP (LOP):

LOP 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

LOP 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

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: Using artificial intelligence to manage tourist destinations

Optional component 5

Course: Digital management of organizations and human resources

Intensity of the Course: 6 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Business planning and management of start-ups in tourism

Purpose: Purpose of discipline: to form students' competencies in digital HR management and organizations, process automation, data-based decision-making, compliance with legislation, and effective use of digital technologies in human resource management.

Short Description The course covers a comprehensive study of digital transformation processes in organizational management and HR systems. The curriculum explores HRIS frameworks, employee data management, digital leadership, corporate governance, cybersecurity, and data ethics. Learners acquire fundamental knowledge in organizational process modeling, risk management, and data protection legislation including GDPR. Students develop essential subject skills in utilizing people analytics, automating HR processes, executing change management strategies, and applying modern psychological and motivational methods within digital environments. This discipline systematically enhances data-driven, strategic, and analytical decision-making capabilities required for modern corporate management.

Learning Outcomes in EP (LOP)

LOP 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.



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LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

Learning Outcomes in Course (LOC):

LOC 1. Uses HR analytics and digital HRM platforms in tourism organisations.

LOC 2. Organises staff recruitment, induction and appraisal processes using automated systems.

LOC 3. Applies team management and employee experience skills.

LOC 4. Uses data-driven approaches in human resource management.

Prerequisites: no

Optional component 5

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

Intensity of the Course: 6 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Business planning and management of start-ups in tourism

Purpose Goal of the discipline: To form students' competence in the field of development of tourist clusters of Kazakhstan, international cooperation, application of digital and AI technologies, implementation of principles of sustainable development and effective management of tourism projects.:

Short Description: Discipline forms a comprehensive study of the development of the national tourism industry based on cluster model. Within the course, current state of tourism, government development programs, formation of regional tourist clusters and integration with international organizations are considered. Students learn about tourism infrastructure development, partner networks, new market linkages and digitalization processes. The SDGs, environmental balance and resource efficiency are also discussed. Special attention is paid to the use of artificial intelligence (AI) technologies for forecasting tourist flows, analyzing cluster projects and making management decisions. Discipline shapes strategic and innovative competencies.

Learning Outcomes in EP (LOP):

LOP 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.

LOP 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.

LOP 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.

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: no

Optional component 6

Course: Using artificial intelligence to manage tourist destinations

Intensity of the Course: 6 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Business planning and management of start-ups in tourism

Purpose: Purpose of discipline: to form students' competencies in the field of application of artificial intelligence and digital technologies for managing tourism destinations, developing tourism in Kazakhstan, increasing tourist demand, and making innovative decisions based on principles of sustainable development.

Short Description: The course covers a comprehensive study of theoretical and practical foundations of using artificial intelligence and digital tools in destination management. The curriculum explores travel demand analysis, market segmentation, resource optimization, and destination branding frameworks. Learners acquire core knowledge regarding



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the environmental and economic efficiency of tourism systems within the sustainable development goals (SDGs). Students develop essential subject skills in utilizing AI platforms to forecast tourist flows across regions of Kazakhstan, conducting data-driven digital marketing, managing visitor experiences, and making automated strategic management decisions.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

LO 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

Learning Outcomes in Course (LOC):

ROLE 1. Develops tourist itineraries and smart tourism products using artificial intelligence technologies.

ROLE 2. Analyses tourist flows using GIS, big data and AI platforms.

ROLE 3. Uses analytical systems to predict tourists' behaviour and needs.

ROLE 4. Develops competencies in managing innovative itineraries within the digital tourism ecosystem

Post requisites: no

Optional component 6

Course: Fundamentals of accounting in tourism

Intensity of the Course: 6 academic credits

Module Code: STPD-6

Module Name: Smart tourism product development

Prerequisites: Business planning and management of start-ups in tourism

Purpose: To develop students' competencies in bookkeeping in tourist organizations, financial documentation, compliance with tax and legal regulations, as well as the use of accounting programs for effective financial management

Short Description: Discipline aims at studying the theoretical and practical foundations of accounting, analysis and control of financial and economic activity of tourist enterprises. Students study the principles of accounting, procedures for maintaining financial documents, methods of calculating income and expenses, as well as features of tax accounting in the tourist sector. The course covers legislative and regulatory acts of the Republic of Kazakhstan, financial reporting standards and requirements for regulating tourist activities. Special attention is paid to the use of automated accounting software, for financial transactions. Discipline shapes skills in financial analysis and reporting.

Learning Outcomes in EP (LOP):

LO 4 – Analyses and applies global trends in the tourism industry, the principles of sustainable tourism, international quality standards in the organisation of tourism services, safety requirements, and relevant legislation, and makes professional decisions.

LO 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation's strategic objectives.

LO 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.

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: no