

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.

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:

Preparing qualified professionals for the tourism industry who are capable of effectively designing and managing tourism products through the application of digital technologies and sustainable development principles.

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

THE RATIONALE BEHIND THE EDUCATION PROGRAM

Relevance of the educational program.

Despite the presence of many tourist-oriented educational programs in Kazakhstan, it is still relevant to determine professional requirements focused on experience, taking into account the needs of the modern tourist services market in the training of certain categories of professionals in the tourism industry, for example, guides, guides, animators of entertainment programs.

As a result of the recovery of domestic and international tourism after COVID-19, state support and an increase in the number of events in Kazakhstan, the demand for qualified tourism managers and industry specialists has significantly increased. These professional personnel are necessary for: the development of routes, the creation of a tourist product, marketing, the organization of regional and ecotourism, digitalization, and the fulfillment of safety requirements.

Tourism education programs provide strategic, technological, marketing and other skills and facilitate rapid adaptation to the necessary personnel. The subject profile and practical orientation of the program are relevant to meet the needs of the labor market.

Market demand.

The growth in demand for tourist services can be called an indicator of this management and demand for professional personnel. Shortage in the labor market: showed the need for managerial positions requiring high qualifications in labor exchanges and advertisements, namely tourism managers, marketers, MICE managers, guides, managers of tourist operations.

The growth trend of the tourism sector in Kazakhstan, investments made in it and employment opportunities - indicate the high relevance of the development of an educational program for tourism, for example: on average, each tourist spends about \$20 per hour; 30 tourists will provide one workplace. According to UNWTO forecasts, about 1.8 billion people will visit famous cities, resorts and cultural monuments by 2030; tourism income \$2 trillion, 550 million jobs can be created in the industry.

Kazakhstan has identified TOP-10 promising areas of tourism development - each has its own product and potential. In particular, hunting allows the development of ecotourism, stimulating the local population to preserve nature. There is also a growing demand for ecotourism; over the past five years, the interest of foreign tourists in the recreational resources of Kazakhstan has significantly increased, the share of inbound tourism has increased. Ethnographic tourism has great potential - the rich historical and cultural heritage of Kazakhstan and traces of the Great Silk Road attract tourists. One of the following areas also has a strong base for health tourism: 20 resort areas, 500 medicinal mineral springs, 78 mud lakes, about 50 climatic places are registered - this will allow the industry to develop.

The development of the educational program consists in the training of graduates of specialties in the service sector of specialist managers who freely use digital opportunities in accordance with the above economic needs of the labor market, capable of solving organizational, managerial, production and technical tasks and problems, capable of

performing the necessary actions in the main strategic areas of state policy in the field of tourism and types of professional activities in the tourism industry.

Statistics and the labor exchange show that the recovery and development of the tourism industry in Kazakhstan has caused real demand among qualified tourism managers and groups of specialists. Tourism We can effectively meet the needs of the labor market through the enhanced adaptation of educational programs to practical orientation, digitalization, multilingualism and the principles of sustainable tourism. Therefore, the development of the educational program is a strategically important investment in terms of diversifying the economy, accelerating regional development and improving the quality of service.

DISTINCTIVE FEATURES OF THE EDUCATIONAL PROGRAM

Academic mobility	Hacı Bektash Veli University of Nevşehir (Republic of Turkey, Nevşehir)
	Bishkek State University named after Academician K. Karasaev (Kyrgyz Republic)
Double-degree program	
Additional education (Minor)	(Minor) «Tourism Entrepreneurship»
	(Minor) «e-Travel Agent»

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

Arden University (Coventry, UK) — 7%
 University of South Australia (Adelaide, Australia) — 6%
 HTMi Institute of Hotel and Tourism Management (Switzerland) — 7%
 The Hong Kong Polytechnic University (Hong Kong SAR, China) — 5%
 Les Roches Global Hospitality Management Education (Switzerland) — 5%
 University of Nevada, Las Vegas (United States of America) — 5%
 NARXOZ University (Almaty, Kazakhstan) — 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.

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 correct 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.

EDUCATIONAL PROGRAM LEARNING OUTCOMES:

LO 1- Applies a variety of communication formats taking into account sociocultural diversity, adheres to the principles of equality and accessibility in education when creating a prosperous and inclusive environment, demonstrates leadership qualities and is able to apply them to develop collective potential.

LO 2- Demonstrates advanced critical and creative thinking skills for solving professional tasks and achieving sustainable development goals and is capable of self-regulation and reflection.

LO 3- Demonstrates knowledge of ethical and legal standards in conducting research and ensures the secure use and protection of data when working with digital technologies and artificial intelligence tools.

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.

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 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 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.

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.

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.

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	LO 12
GA1	+	+	+			+		+				+
GA 2	+	+	+		+		+		+	+		
GA 3				+	+	+	+	+	+		+	+
GA 4	+		+		+	+	+			+	+	+
GA 5	+	+	+			+	+				+	+
GA 6	+	+	+	+				+				

REFERENCES

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

1. The Law of the Republic of Kazakhstan "On Education" dated July 27, 2007 № 319. Chapter 5. Organization of educational activities; Chapter 6. Subjects of educational activities.
2. 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" № 3 dated January 17, 2017.
3. Industry qualifications framework in the field of education, 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.
4. Appendices № 44 to the order of the Acting Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" № 244 dated December 6, 2022 Professional standard: "Organization of tourist services in the field of inbound tourism and domestic tourism".
5. Appendices № 45 to the Order of the Acting Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" № 244 dated December 6, 2022 Professional standard: "Organization of tourist services in the field of outbound tourism".
6. Professional standard passport. Title of the standard: 'Development of technical documentation'. Professional standard code: J62011086. Brief description of the professional standard: Development of technical documentation for products in the field of information technology. Order No. 569/ RD of the Deputy Prime Minister – Minister of Artificial Intelligence and Digital Development of the Republic of Kazakhstan, 3rd edition, 2025.
7. Order No. 569/RD of 10 November 2025 of the Deputy Prime Minister – Minister of Artificial Intelligence and Digital Development of the Republic of Kazakhstan, Professional standard: 'Creation and management of information resources', Professional standard code: J63999054, Brief description of the professional standard: Web content, text, graphic and multimedia content of websites, information support for organisations' business processes.
8. Appendix No. 1 to Order No. 770/RD by the Acting Minister of Digital Development, Innovation and the Aerospace Industry of the Republic of Kazakhstan dated 6 December 2024: Professional Standard: 'Business Analyst' Professional Standard Code: J62011014. Brief description of the professional standard: A business analyst is a specialist who identifies business needs and determines possible ways to implement changes, providing stakeholders with recommendations on value creation and creating conditions for the implementation of changes within the organisation.
9. Annex to Order No. 44/RD of the Minister of Digital Development, Innovation and Aerospace Industry of the Republic of Kazakhstan dated 29 January 2024: Professional Standard: 'Geodesy and Cartography'. Order of the Minister of Trade and Integration of the Republic of Kazakhstan No. 107-RD dated 19 February 2026: Professional Standard: 'Marketing Services in Wholesale and Retail Trade'