

CATALOGUE OF ELECTIVE DISCIPLINES
MASTER'S LEVEL
7M11101-Service industry (Tourism)

Cycle of disciplines	Name of disciplines and their main sections	Labor input (ECTS)
BD 1	CYCLE OF BASIC DISCIPLINES (BD)	15
1.	<p>Planning and management of tourism activities in the Republic of Kazakhstan</p> <p>The formation of a holistic view of strategic planning, as the main function of top tourism management, the methodology and logic of strategic planning, programming, design, strategic planning at the macro level and at the level of the business unit of the tourism market, business planning at travel agencies.</p> <p>Strategic planning in tourism</p> <p>The definition of macro-level strategic planning, basic strategizing at the national tourism market, planning the dynamics of the immediate factors (the growth of tourist flows, the conjuncture of the tourist market) and indirect (quality of life, economic stability of the national economy, the national currency exchange rate) impact on tourist activity of the population.</p>	5
2.	<p>The structure of the tourist market</p> <p>Mastering the knowledge of the concept of "tourist market", the conditions for its formation and development, the main components of the tourism system - tourist demand and tourist offer, and the methodology of tourist classification of the countries of the world. Factors in the formation of the tourist market. Tourism economics and politics. Model of entrepreneurial behavior in tourism. The spatial structure of the tourist market. Tourist typology of the countries of the world.</p> <p>Cultural heritage and territorial development of tourism in Kazakhstan</p> <p>To form the idea of undergraduates: "Kazakh culture - direct heir of the ancient Turkic civilization", as well as various types of resources and conditions, primarily capable of influencing the development of the tourism industry; to equip them with methods of complex analysis of UNESCO sites in the territory of the Republic of Kazakhstan, development on its basis of optimally effective directions for further development of the tourism industry in specific conditions.</p>	5
3.	<p>Cluster technologies in the development of tourism in Kazakhstan</p> <p>Mastering modern methods of integrated planning and management of the tourism industry. Acquaintance with the cluster theory of production planning; mastering methods and approaches to creating integrated development schemes for all components of tourism and hospitality infrastructure; familiarization with the experience of practical forecasting of the development of tourism infrastructure in the regions by cluster technology; analyze and evaluate the effectiveness of tourism clusters; drawing up programs and master plans for the development of tourism using cluster technologies; development of a new tourism product based on a cluster approach.</p> <p>Technological principles in tourism activities</p> <p>The discipline is aimed at familiarization with the cluster programs of tourism development in the regions and cities of Kazakhstan; study of different types of tourism clusters; modern methods of planning tourism development. Reveals the concept of cluster as a kind of economic planning; spatial structure and components</p>	5

	of the tourism cluster, cluster technologies in the development of tourism in Kazakhstan.	
PD 2	CYCLE OF PROFILE DISCIPLINES (PD)	20
1.	Innovative forms and methods of teaching of tourist disciplines	5
	Priorities and current issues of modern didactics. The essence and concept of modern educational technologies. Modular Learning Technology. Technology problem education in the field of tourism. Distance learning technology. Business games and programmed training. Features of new pedagogical technologies. Problems and possible ways of applying innovative pedagogical technologies when writing master's theses.	
	Training of specialists in the field of tourism	
	Formation of readiness of future scientific and pedagogical personnel and specialists in the field of tourism to activity in modern social and pedagogical conditions. To reveal priorities and actual problems of modern didactics; essence and concept of modern educational technologies; technology of modular training technology of problem training in the sphere of tourism; technology of distance learning.	
2.	Tourism and local history in the education system of the Republic of Kazakhstan	5
	The development of students' creative abilities by means of tourist and local history activities in the process of studying their native land. To develop and maintain interest in various aspects of the past and present region; to create an original tourist and excursion product based on local history material; use local history material in lectures; to process, analyze various literary, cartographic, and statistical sources; to conduct events of local history.	
	Functions and forms of tourism and local history in Kazakhstan	
	The discipline provides training for professionals engaged in organization of tourist and excursion services for the subjects of both inbound and domestic tourism, as well as teachers of this discipline to give an idea about the historical past of the native land, the traditions of their people, the interaction of man and the environment; to develop and maintain interest in various aspects of the past and present of the region.	
3.	Modern scientific research in the tourism industry	5
	Science as an activity. The specifics of scientific research. Stages of scientific research. Methodology of research work. Forms, methods and content of research work in the field of tourism. Pedagogical research methods. Methods for determining the development of physical qualities of tourists. Biochemical methods of scientific research in tourism. Psychological methods of scientific research in tourism. Psychological tests in tourism. Preparation of a report, report, article on research results.	
	Social studies of tourism	
	The study of the conceptual apparatus, stages and methods of social research of tourism; forms, methods and content of social research work in the field of tourism. To reveal the General scheme of a course of social research, use of methods of scientific knowledge, literary and graphic registration, carrying out sociological observations.	
4.	Methods of research	5
	The theoretical foundations of the discipline. Application of logical laws and rules. Preparation of a dissertation for implementation, accumulation of scientific information, topic selection, rules for compiling individual and work plans,	

	bibliographic search for literature, writing a review, stages of scientific research. Techniques for presenting scientific materials. Conducting their own research, their analysis, conclusion, conclusions and practical recommendations, the design of the bibliographic apparatus.	
	Research methods in tourism	
	The study of the General methodology of scientific creativity, information and translational design stage of scientific research. Reveals the General scheme of the course of scientific research, the use of methods of scientific knowledge, observation and experiment, statistical data processing, design of conceptual and bibliographic apparatus.	