

**CATALOGUE OF ELECTIVE DISCIPLINES  
UNDERGRADUATE LEVEL  
6B11101-Service industry (Tourism)**

Cycle of disciplines	Name of disciplines and their main sections	Labor input (ECTS)
<b>GED 1</b>	<b>THE CYCLE OF GENERAL EDUCATIONAL DISCIPLINES (GED)</b>	<b>5</b>
<b>1.</b>	<b>Basis of the economy and business</b>	<b>5</b>
	Social production. The essence, forms, structure of capital. Production cost. Income production in a market economy. The concept of business. Types of business activity. Theory of property, social forms of management. Goods, money. Socio-economic system. The emergence of the market. Financial system. The role of the state in business development. Macroeconomics. Resource saving. Cyclical economic development. Inflation and unemployment. Kazakhstan in the system of world economic relations.	
<b>2.</b>	<b>Bases of the law and anti-corruption culture</b>	<b>5</b>
	Basic provisions of the Constitution, current legislation of the RK; the system of state management bodies, the terms of reference, objectives, methods of state regulation of the economy, the role of the public sector in the economy; financial law and Finance, the mechanism of interaction of substantive and procedural law; the essence of corruption, the causes of its origin; the extent of moral and legal responsibility for corruption offences; the legislation in the field of combating corruption.	
<b>3.</b>	<b>Health and safety of the person</b>	<b>5</b>
	Life safety, its main provisions. Dangers, emergencies. Risk analysis, risk management. Security of the person. Destabilizing factors of our time. Social dangers, protection from them: dangers in the spiritual sphere, politics, protection from them: dangers in the economic sphere, dangers in everyday life. The system of life safety bodies, and legal regulation of their activities.	
<b>4.</b>	<b>Ecology and sustainable development</b>	<b>5</b>
	Basic laws of functioning of living organisms, ecosystems of different levels of organization, biosphere as a whole, their stability; interaction of components of biosphere and ecological consequences of economic activity of the person, especially in the conditions of intensification of nature management; modern representations about concepts, strategies and practical tasks of sustainable development in various countries and RK; problems of ecology, environmental protection, sustainable development.	
<b>BD 2</b>	<b>CYCLE OF BASIC DISCIPLINES (BD)</b>	<b>56</b>
<b>1.</b>	<b>Tourist-sporting preparation</b>	<b>3</b>
	The concept of tourist and sports training. History of sports tourism and General overview of its types. Classification of sports tourism. Obstacles encountered in mountain tourism. Organization and holding of sports competitions. Standards of sports tourism. Hiking. Mountain Hiking trips. Ski Hiking. Analysis of Hiking routes on the map. Preparation for a difficult hike.	
	<b>Physical training in tourism</b>	
	The purposes, means and methods of physical training of participants of active tourist travel. Development of physical qualities. Formation and consolidation by	

	systematic training of motor skills. General and special physical training. Strength, endurance, balance, agility, speed, flexibility-the main qualities of physical training in tourism.	
2.	<b>Bases of topography and work with tourist maps</b>	4
	The basic concepts of the course, such as a geographical map, terrain plan, types of maps on the coverage of the territory and the content. Orientation, determination of azimuth on the map and on the territory. The coordinates of the point on the ground and on the map. Classification of maps, the concept of mapping and nomenclature of topographic maps, symbols of topographic maps. Work with tourist maps. Drawing up the plan of the district and route shooting. Orientation in the tourist route.	
	<b>Basics of topography and orienteering</b>	
	Theoretical and practical training of bachelors with professional competencies in the use of topography to solve problems in the chosen field of activity. Orientation, determination of azimuth on the map and on the territory. Preparation of the terrain plan and route survey. Orientation on the tourist route.	
3.	<b>Technique and tactics of active forms of tourism</b>	5
	The basic concepts of technology and tactics of active types of tourism. Domestic and foreign classification of active tourist travel. The content and methodology of tactical development in active types of tourism. Catering to the active tourist travel. Physical preparation for active tourist activity. General characteristics of equipment for active tourist travel. Safety in tourism. Preventive measures and medical support for active tourist travel. Features of the organization and carrying out mountain travel, Hiking, skiing and Cycling, water travel 1-2 categories of complexity. Preparation and formation of escort teams for active tourist trips of 1-2 categories of complexity.	
	<b>Extreme types of tourism</b>	
	The concept of extreme tourism. Types of extreme tourism. Water tourism: diving, wakeboarding, water skiing, Windsurfing, kayaking, rafting. Land tourism: mountain Biking, mountain tourism, mountaineering, skiing, snowboarding. Air types of tourism: parachuting, base jumping, freestyle. Exotic types of tourism: jailo - tourism, vulcanology, the ropejumping, industrial tourism. Types of risks of extreme tourism.	
4.	<b>Management of tourism</b>	5
	Subject and objectives of the course. Management and its elements. Management as a kind of economic management. Objects and subjects of management, conditions of their effective interaction. Types and functions of management. The classical school of management. School of human relations. School of scientific management. Modern concepts and approaches to management. The history of the formation of tourism management. The system of training-professional managers in different countries of the world. Tourist complex as an object of management. The system of tourism management. The internal and external environment of tourism as a system. Structure of tourism management in Kazakhstan.	
	<b>Tourism industry management</b>	
	Factors influencing the management of the tourism sector. Levels of management in tourism. International (global) - international cooperation, international associations and organizations, agreements, treaties. National (state) - tourism as a branch of the national economy, ministries and departments.	

5.	<p><b>Marketing of tourism</b></p> <p>Theoretical foundations of tourism marketing. System of tourism marketing. Market research and external environment of travel Agency market Segmentation and positioning. Consumer behavior model. Product and product life cycle. Marketing quality management in tourism. The concept of the price of tourist products. Distribution channels of goods and services of the tourism industry. Communication of tourism marketing. Competition and competitiveness. Marketing planning. Internal marketing. International marketing.</p> <p><b>Marketing technologies in the tourism industry</b></p> <p>The objectives of the discipline are to familiarize students with the principles, functional objectives and marketing strategies of the travel company, as well as to teach students to make specific decisions on the application of marketing technologies in the field of tourism.</p>	5
6.	<p><b>Accounting in tourism</b></p> <p>Accounting in the management system. Accounting information and management decision-making. Definition of accounting and its tasks. Subject of accounting. Accounting methods and its elements. Legislative regulation of accounting in Kazakhstan. Balance sheet. Structure and content of accounts. Registration of business transactions on accounting accounts. Accounting documents, their purpose and classification. Assessment, accounting for the availability and movement of inventories. Accounting for receivables and other assets. The concept of income. Methods of income recognition. Features of the organization of the account at the enterprises of tourist branch. Accounting of expenses of the tourist enterprise. Accounting of income of the tourist enterprise. Features of taxation of tourist enterprises.</p> <p><b>Finance of organizations in the field of tourism</b></p> <p>The formation of a complex of knowledge and practical skills in the field of the theory of Finance companies, structure of assets and sources of their financing, financial analysis, or financial plan of an enterprise; the development of professional skills skilled use of financial instruments for financial analysis and planning.</p>	4
7.	<p><b>Economy of tourism</b></p> <p>Definition of Economics as a science in relation to tourism. Branch of the economy in the national economy. Theoretical foundations of tourism economy. Structural aspects of the study of tourism Economics. Enterprise as a subject of market economy. Methods of economic analysis. Analysis and economic evaluation of tourism resources, infrastructure and tourism industry. The economy of tourism as an intersectoral complex of social infrastructure. Economy of the tourist economic entity (tourist firm).</p> <p><b>Economic bases of tourist activity</b></p> <p>Tour as a complex of various services (accommodation, food, transport services, household, tourist, excursion, etc.), combined on the basis of the main purpose of travel and provided on a certain route in a certain period. Tourist product. Tourist exports. Tourist imports. Economic performance.</p>	4
8.	<p><b>Business english in tourism</b></p> <p>The tourist industry. Regulations in tourism. Environmental tourism. Safety engineering in tourism. Promotion in tourism. Entertainment and attractions in tourism. Famous tourist objects of the world. Travel agents and aspects of their</p>	5

	<p>activities. Tour operators and their functions. Transport services in tourism, types of transport. Accommodations and catering, hotels and restaurants. Famous hotels of the world. Organization of business meetings and trips. Work with clients in tourism.</p> <p><b>English language in tourism</b></p> <p>Business trip. Preparation of tourist travel. The work of a tour guide. Making excursions to attractions. Kind of tourism. Conducting business negotiations. Famous tourist sites of the world. Tourist routes.</p>	
<b>9.</b>	<p><b>Ethics and etiquette in tourism</b></p> <p>Formation of a "positive image" of a person and a specialist with certain moral and moral qualities as a necessary condition for success in business life and daily activities; a system of knowledge, skills and abilities in the field of etiquette, i.e. the basics of the code of conduct adopted in the civil and business sphere. The history of development of etiquette. Ethical principles and norms in business relations. Culture of behavior in public places. Ethics of greetings and introductions, business card. Cultural interaction. Features of business etiquette in different countries. Clothes and appearance of businessman. Clothes and appearance of businesswoman. Features of business etiquette. Business interaction. Etiquette of the head (manager), etiquette of the secretary.</p> <p><b>Business etiquette, business communication skills</b></p> <p>This course allows you to generalize the basic provisions that characterize a business person: business conversation, commercial negotiations, office meeting, office telephone conversation and reception of visitors from the standpoint of their speech, logical, psychological and non-verbal culture. During the study of this course, students get acquainted with the main types of registration of business papers, with the features of the official business style, as well as with the lexical, grammatical and stylistic specifics of business speech, both oral and written.</p>	<b>5</b>
<b>10.</b>	<p><b>Ecological tourism</b></p> <p>Legal content of ecological tourism, the basis of environmental protection in Kazakhstan. Formation of the Outlook of the future tourism Manager and organizer of tourist and local history work. The course develops and consolidates the view of nature as an integral material system, i.e. a complex of interrelated and interacting processes and phenomena that are in continuous development and interaction with the development of society. Formation of knowledge about the natural and territorial complex, the laws of development of the geographical shell of its territorial differentiation and environmental sustainability. Skills of "soft" communication with nature and ecological culture. Organization of ecological tourism in protected areas of Kazakhstan and foreign countries, environmental management and marketing.</p> <p><b>Specially protected objects of the world and Kazakhstan</b></p> <p>The main goals and objectives of protected areas; types of protected areas; development of tourism in protected areas in the world and Kazakhstan. Formation of knowledge about the natural and territorial complex, the laws of development of the geographical shell of its territorial differentiation and environmental sustainability.</p>	<b>5</b>
<b>11.</b>	<p><b>Promotional and informational activity in tourism</b></p> <p>Advertising in the complex of marketing communications. Features of advertising in tourism. Types of tourist advertising. The most popular means of distribution of advertising information of the tourist enterprise. Participation of the travel company in the exhibition. The formation of the image of the tourism business.</p>	<b>5</b>

	<p>Registration of office and organization of reception of visitors. Practical methods, technologies and techniques of advertising. Methods of work with mass media and information. Methods of influence on mass and specialized audiences, to represent all the nuances of relationships with a particular individual. To represent the role and place of advertising management in marketing and competitive strategies of the company.</p> <p><b>Advertising marketing</b></p> <p>Objectives, objects, subjects, principles, means, scope of application; legal regulation of advertising activities; advertising process; types and forms of advertising, organization of promotions and campaigns; evaluation of their effectiveness. Ability to make advertising messages; to choose advertising media taking into account financial possibilities of the organization and expediency; to organize advertising actions; to estimate their efficiency; to apply the current legislation in professional activity in the direction of "Tourism".</p>	
<b>12.</b>	<p><b>New information technologies in tourism</b></p> <p>Stages of development of information technologies. The impact of information technology development on business. The role and importance of information technologies in the tourism industry. Search engines on the Internet. Classification of tourist information resources. Formation of modern electronic booking system. Automation of travel companies. Geographic information systems: purpose, classification, structure and sources of data. The method of positioning using satellite navigation systems. The use of GIS in the tourism business. Types of multimedia products. Virtual tours and travel.</p> <p><b>Information and communication technologies in tourism</b></p> <p>To develop a system of knowledge, skills and abilities in the use of information and communication technologies in tourism, which form the basis for the formation of bachelor's competence in the application of information and communication technologies (ICT) in the educational process. To form competences in the field of use of opportunities of modern means of ICT in professional activity; to train use and application of means of ICT in professional activity of the expert working in system of tourism.</p>	<b>3</b>
<b>13.</b>	<p><b>Congress tourism and entertainment industry</b></p> <p>Entertainment industry: concept, essence, features. Stages of development of the world entertainment industry Infrastructure of the entertainment industry Representation of technologies of service in the sphere of entertainment and leisure. Trends in the development of the business tourism industry: local and global aspects the Global market of business tourism and the industry of its meetings Criteria of service technology. Service technology based on artistic creativity in the process of realization of festive and mass-entertainment events. Leisure technologies associated with modern technology. Classification of theaters and concert halls. Technologies and features of the organization of activities in theme parks. Game technology. The basic concepts of gambling Show business as a segment of the entertainment industry.</p> <p><b>Business tourism management</b></p> <p>As a result of mastering the discipline, students should form an idea about the essence and features of the organization of business tourism, the state and dynamics of this type of tourism in the international and Russian markets of tourist services. Objectives of the course: to give clear ideas about the specifics of the organization of business tourism (scale, types, directions of tourist flows); about the business tourism industry at the local, Federal and international levels</p>	<b>3</b>

	and forecasting its development in order to effectively operate the tourism industry and to meet the needs of consumers.	
<b>PD 3</b>	<b>CYCLE OF PROFILE DISCIPLINES (PD)</b>	<b>14</b>
<b>1.</b>	<b>Hotel industry</b>	<b>5</b>
	Concept and classes of tourist accommodation: hotel and extra-hotel complexes. Regulation and classification of hotels. Hotel business and dynamics of its development. Classification of hotel facilities by the volume of work performed. Technological scheme of service in the hotel. The structure of the tourist and hotel complex. Life support systems of the hotel. Classification of services and their functions. Catering in hotels. Corporate culture in the hospitality industry.	
	<b>Hotel service</b>	
	To give students a General idea of the functioning of the hotel industry, the organizational structure, forms and methods of service, based on the practice of working in hotels and tourist complexes. To form students ' system knowledge in the field of hospitality; to consider the features of the organization of the hotel business; to get acquainted with the existing systems of classification of hotels. to form skills of work with literary sources and normative legal materials on state regulation of tourism; to study technology of service of guests in accommodation facilities; consider the culture of hotel service.	
<b>2.</b>	<b>Restaurant business</b>	<b>5</b>
	Classification of restaurants and their characteristics. Factors determining the possibility of effective operation of the restaurant. Features of formation and design of the restaurant menu. Organization of technological process in the restaurant. Methods of organization of personnel. Types and forms of restaurant service. Features of professional ethics of the restaurant employee. The content of the concept, functions and indicators of corporate culture of the restaurant. Directions of organization of marketing research of restaurant services. Development trends and distinctive features of the Kazakh restaurant business. Corporate identity and image policy of the restaurant. The atmosphere and design of the restaurant. Modern trends of restaurant business development in Kazakhstan.	
	<b>Trends of restaurant business in modern conditions</b>	
	To promote the training of tourism professionals possessing knowledge of principles, methods and peculiarities of the organization of the restaurant business, providing a high level of infrastructure services to consumers in the tourism industry. Objectives of the discipline: analysis of existing requirements and norms for different types and classes of catering enterprises; consideration of the classification of restaurants; determination of the features of the organization of production and technological process in the restaurant; study of the main types and new forms of restaurant service; consideration of directions and forms of promotion of restaurant services; definition of functions and system of values of corporate culture of restaurant; definition of modern tendencies of development of restaurant services.	
<b>3.</b>	<b>State regulation in tourism and hospitality</b>	<b>4</b>
	Study of features of state regulation of activity of the enterprises of the industry of hospitality and tourism. Definition of functions and scope of tasks of state regulation of tourism. Study of the role of municipal management of tourism and hospitality industry. Definition of important directions of improvement of the system of state regulation of tourism and hospitality industry in Kazakhstan. Research of experience of state management (regulation) of tourism and	

	<p>hospitality in foreign countries with high development of tourism and determination of possibilities of its use in Kazakhstan. Modern tourism business and sustainable development.</p>	
	<p><b>Legal regulation in tourism</b></p>	
	<p>Protect their rights in accordance with labor laws.  Professionally use the basic terms and concepts related to tourism activities. To use legislative acts and normative documents on legal regulation of tourist activity. To know legislative acts and normative documents on legal regulation of tourist activity, insurance in tourism, on regulation of tourist formalities. Rights and obligations of employees in the sphere of professional activity. The main legislative acts and other normative documents regulating legal relations in the process of professional activity. Legislative acts and normative documents regulating entrepreneurial activity.</p>	