

### **1. Business planning in hospitality**

The course is intended for Bachelor's degree. It is a compulsory course for the speciality of '6B11101 - Tourism'. Total of 5 credits, 150 hours, of which 15 lectures and 30 practical classes. The number of students in this discipline was 20 students in the spring semester of 2022-2023 academic year, 35 students in spring semester of 2023-2024 academic year. The lecturer was Zhulduz Nizamatdinova.

The purpose of this discipline is to form students' understanding of business planning as an important direction of the firm's activity; to study the theory and practice of business planning in market conditions; types of business plans and the purpose of their development; to master the logic and methodology of making a business plan of the enterprise, as well as the methodology of development of standard sections of the business plan.

### **2. Conservation and ecotourism**

The course is intended for Bachelor's degree. It is a compulsory course for the speciality '6B11103 - Tourism'. Total of 5 credits, 150 hours, of which 15 lectures and 30 practical classes. The number of students in this discipline was 22 students in the autumn semester of 2022-2023, the lecturer was Aizada Aidarbayeva.

Objective: to study the objects of ecological tourism for the purpose of environmental protection. Study of the issues of priority protection of natural monuments as objects of culture, history and ecology. Use of specially protected natural territories for scientific, cultural and educational, educational, tourist and recreational purposes. Special areas for tourism and recreation in specially protected natural territories.

### **3. Basics of Kazakh hospitality**

The course is intended for Bachelor's degree. It is a compulsory course for the speciality '6B11103-Tourism' and '6B11103-Restaurant and Hotel Business'. Total of 5 credits, 150 hours, of which 15 lectures and 30 practical classes. The number of students in this discipline passed 15 students of the speciality '6B11103-Restaurant and hotel business' in the autumn semester of 2022-2023, the lecturer was Elvira Zhangozhaeva. 41 students of the speciality '6B11103 - Tourism' in the autumn semester of 2023-2024 academic year the lecturer was Zhulduz Nizamatdinova, it is also expected that in this academic year 2024-2025 in January 35 students of the speciality '6B11103 - Tourism' the lecturer will be Zhulduz Nizamatdinova.

The aim of this course is to familiarise students with the hospitality industry. They get an overview of tourism service providers, especially the basics of Kazakh hospitality. Students are familiarised with the traditions and hospitality of the Kazakh people and the specific destination and selected hotels, restaurants and other service providers to understand their importance within the supply chain.

### **4. Restaurant and hotel marketing**

The course is intended for Bachelor's degree. It is a compulsory course for the speciality '6B11103 - Restaurant and Hotel Business'. Total of 5 credits, 150 hours, of which 15 lectures and 30 practical classes. The number of students in this discipline was 9 students in the spring semester of 2022-2023 academic year, 21 students in spring semester of 2023-2024 academic year. The lecturer was Zhulduz Nizamatdinova.

The objectives of mastering the discipline 'Marketing of restaurant and hotel enterprise' are to familiarise students with the principles, functional tasks and strategies of marketing of hotel enterprise, as well as in training students to make specific decisions on the application of marketing technologies in the field of hospitality.

### **5. Organization of international tourism**

The course is intended for Bachelor's degree. It is a compulsory course for the speciality '6B11103 - Tourism'. Total of 5 credits, 150 hours, of which 15 lectures and 30 practical classes. The number of students in this discipline will be 24 students in the autumn semester of 2022-2023 the lecturer was Elvira Zhangozhaeva.

Purpose: to form a holistic view of the world picture of international tourism, its development in individual countries and regions. Objectives of the discipline: the student should have an idea of the sectoral and spatial structure of international tourism, trends and peculiarities of its territorial development.