

**INDEPENDENT AGENCY
FOR ACCREDITATION AND RATING**



**Independent agency for
accreditation and rating**

REPORT

BY THE EXTERNAL EXPERT COMMISSION (EEC) ON THE RESULTS OF THE ON-SITE VISIT TO THE KAZAKH ABYLAI KHAN UNIVERSITY OF INTERNATIONAL RELATIONS AND WORLD LANGUAGES

**SPECIALIZED ACCREDITATION OF THE
EDUCATION PROGRAMS
5B090200 TOURISM,
6M090200 TOURISM,
5B090400 SOCIAL-CULTURAL SERVICE**

Almaty, April 28-30, 2015

In accordance with the Order No. 08-15 of 24.04.2015 by the Independent agency for accreditation and rating, from 28 April to 30 April 2015 the external expert commission had an on-site visit to the Kazakh Abylai khan University international relations and world languages (KazUIR&WL) and carried out an audit of the education programs in the following clusters:

cluster 1– 5B030200 International law, 5B030100 Law;

cluster 2 – 5B050600 Economy, 5B051000 Public and local administration, 5B051100 Marketing;

cluster 3 – 5B090200 Tourism, 6M090200 Tourism, 5B090400 Social-cultural service;

cluster 4– 5B050400 Journalism, 6M050400 Journalism.

The external expert commission (EEC) report contains an evaluation review of the education programs according to the IAAR criteria, recommendation of the EEC on further elaboration of the education programs and profile parameters of the education programs provided by KazUIR&WL.

The structure of the EEC:

Chairperson of the commission – Sagintayeva Saule Savetovna, doctor of economics, professor, vice-rector for academic affairs, Kazakh university of economics, finance and international trade (Astana, Republic of Kazakhstan);

Foreign expert – Vasiliyev Dmitriy Valentinovich, candidate of historical sciences, associate professor, First vice-rector, Institute of public administration, law and innovative technologies, expert of the “Guild of experts in the sphere of professional education” (Moscow, Russia);

Foreign expert – ErikaVaiginiene, professor, deputy director for research, innovation and quality assurance, International business school at Vilnius university, expert of FIBAA (Vilnius, Lithuania);

Foreign expert – Subbotina Yelena Viktorovna, candidate of technical sciences, professor of the “Hospitality management” department, Moscow branch of NEI HPE, Russian International Academy of Tourism, expert of “The Guild of experts in the field of professional education” (Moscow, Russia);

Expert – Movkebayeva Galiya Akhmetvalievna, doctor of historical sciences, professor of the international relations and world economy department, Al-Farabi Kazakh National University (Almaty, Kazakhstan);

Expert – Akybayeva Gulvira Sovetbekovna, candidate of economics, head of the university registrar, Karagandy state university after E.A.Buketov (Karaganda);

Expert - Ivleva Nadezhda Vladimirovna, candidate of pedagogical sciences, associate professor, head of the “Tourism and service” department, Kazakh Academy of sport and tourism (Almaty);

Expert – Zhumabekov Meiram Kenesovich, candidate of philological sciences, associate professor, head of journalism department, Karaganda state university after E.A.Beketov, (Karaganda);

Observer from the Agency – Kanapyanov Timur Yerbolatovich, head of international projects, IAAR (Astana);

Employer – Kolpakov Denis Viktorovich, Director of «RPG Казахстан»;

Employer – Dzharbolova Elmira Yelubayevna, Director of «NurArel» travel company;

Student – Sayatov Kairat Kaniyaruly, 4-year student majoring in «Finance», Institute of Law and economics at Abai KazNPU.

DESCRIPTION OF THE KAZAKH ABYLAI KHAN UNIVERSITY OF INTERNATIONAL RELATIONS AND WORLD LANGUAGES

Kazakh Abylai khan University of international relations and world languages (hereinafter – KazUIR&WL) was established on September 16, 1940. The Charter of KazUIR&WL was approved by the Order №262 of 23 October 2001 of the Committee of the state property and privatization of the Ministry of Finance of RK.

«Kazakh Abylai Khan University of international relations and world languages» was registered at the Department for justice of Almaty on November 5, 2001.

In accordance with the Article 90 of the Law of RK of May 13, 2003 on "Joint-stock companies", the closed joint stock company "Kazakh University of International Relations and World Languages after Abylai khan" was renamed by the resolution of the board of shareholders into the joint stock company "Kazakh University of International Relations and World Languages after Abylai khan" and had a state registration on June 17, 2003.

In 2011 the university accepted the “Strategic Development plan of KazUIR&WL for 2011-2017”.

KazUIR&WL sees its Mission in creation of modern innovation-focused university of international-adaptive type as the single scientific and educational innovative complex providing training of highly-qualified specialists for a multi-vector international interaction of the country.

Strategic vision of the University is to become an elite-class world-known higher educational institution, a leader and methodical center for innovative development of a foreign-language education system with effective strategic management, providing high-quality training of specialists who meet the educational standards and requirements.

The Board of directors performs general management of the activity of the JSC “Kazakh Abylai Khan University of international relations and world languages”. The board is the executive body of the JSC “Kazakh Abylai Khan University of international relations and world languages”. The chairperson of the board is the rector of university.

The organizational structure and management system of the university is focused on the observance of collective leadership principles by discussing major issues at the meetings of the Scientific Council, Academic-methodical council, Rector’s office, Faculty Council, Scientific-Humanitarian Council, and by adopting relevant decisions, which ensure the management of these issues.

Currently the university has 5 basic faculties: faculty of translation and philology, pedagogical faculty, faculty of management and international communications, faculty of international relations, and faculty of oriental studies.

The university and research work management is implemented within the frameworks of 4 scientific-innovative vocational-educational (SIVE) complexes in the main directions of professional education. Each SIVE complex contains a scientific research and applied innovation school with the research and applied laboratories (RALs); development programs of the SIVE and structures subordinating to each of them (research schools, laboratories, educational divisions such as faculties and departments) have been worked out and approved; a schedule for SIVE-complexes has been introduced to report at the scientific-humanitarian council on how the planned innovative projects and intellectual products are being implemented.

The scientific-applied centers, institutes, and laboratories of professional education and science have been established and functioning. Their target programs are urged to ensure integration of "research-education-innovations". These are:

- research-applied center of innovative technologies;
- International center for global research and applied political science (University of Turin, Italy, Nanyang University, Singapore, KazUIR&WL);
- Center for foreign language education and research;
- research institute of informatization of professional education;
- Educational and experimental laboratory "Modern school: foreign-language education";

The "Universal structure of a competence-based and modular professional educational program" (accepted by the Consortium of humanitarian universities of member-countries of the SCO) has been developed, approved and implemented as the basis of modelling of all education programs of the specialties.

KazUIR&WL acts on the basis of the State license No. 0137365 of the AB series dated 03.02.2010 and its annexes issued by the Education and Science Control Committee of the Ministry of Education and Science of RK and provides professional education in 14 world languages for 16 bachelor degree specialties, 10 master degree specialties, 4 doctor degree specialties.

4715 students study on bachelor degree programs, 232 students - on master degree programmes, and 9 students – on the doctor degree programs. Training is provided in Kazakh, Russian, and English languages.

461 teachers work at the university, 441 of them represent full-time teaching staff. 224 have an academic degree (doctors of sciences -61, candidates of sciences – 163, with PhD degree – 7) and account for 51 %. Owners of the state awards and ranks, corresponding members of the National Academy of Sciences of RK, academicians of the sectoral and regional academies, 15 winners of the "The best university teacher" competition of the Ministry of Education and Science of the Republic of Kazakhstan work as full time staff members. For the last 3 years 7 teachers of the university have become the winners of the above-mentioned competition and received state grants.

The fact that over 85 % of the university students get employed right after their graduation can demonstrate a high demand for the university graduates on the labor market.

In 2014 6 doctors received their degree through the Dissertation Council on "Philology" in 3 specialties.

From 2012 to 2014 KazUIR&WL carried out research works on 5 fundamental areas of grant financing by the MES of RK. The total volume of financing for research works by the budget projects of the MES of RK for three years made 24 000,0 thousand tenge (twenty four million) which is 5 times more compared to 2011.

10 initiative scientific-research projects are registered at the "National Center for Scientific and Technical Information"

In 2013 140 people were involved in various scientific-research projects, including 89 teaching staff and 51 – students (12-bachelor degree, 29-master degree, and 8-doctor degree). Thus, 21 % of the teachers were involved in the implementation of these research projects.

KazUIR&WL has been participating in a number of international projects: 2 projects through Association of Francophone universities, 2 projects within the framework of Korea Foundation, 2 projects through the TEMPUS programme - Network project of the Justus Liebig University Giessen.

In 2012-2013 academic year KazUIR&WL won the grant of the TEMPUS project on "Documentation for Quality Assurance of Study Programs" which is aimed at development of electronic documentation on agreed standards of quality assurance of study programs. The financing volume of the project makes 3533,6 euros.

In 2013-14 academic year the university won 1 more project of the TEMPUS program on "Student's Self-government and Democratic Participation in Kazakhstan". The sum of financing of the project makes 1741,3 euros.

The university actively involves teachers and leading professors from other countries, and for the last 3 academic years 34 foreign professors from the USA, Switzerland, Great Britain, Russia, France, Italy, etc. were involved in the academic process of KazUIR&WL.

69 teachers went through the retraining courses and received international certificates of the TKT programs (foreign language teaching technology) by the British Council. 112 teachers received internationally recognized English language assessment certificates of IELTS. 30 had a certified retraining on "Media journalism" held by Teesside University (Great Britain). 23 people

won grants of the Bolashak program (foreign internship, double-degree diplomas of masters, grants for master and doctor's degree programs at foreign partner-universities).

Double-degree education programs are realized through bachelor and master degree programs. Students of the accredited specialties are successfully studying and will receive diplomas of the foreign partner-universities:

- "Economics", "International law" - students will receive bachelor degree diplomas of the Wuhan University (China), university of Ukhansky University (People's Republic of China), University of International Business (China);

- "Tourism", "Journalism" - Dalian University, Qiongzhou University and Wuhan University (China).

The form and structural organization of student self-government are the Committee for youth affairs, Center for student initiatives, student trade-union committee, student dean's offices, student councils at the hostels, student security service. Various student clubs are functioning at the university: university debate club "Abylai khan", brain-ring intellectual club, club of the funny and inventive, "Zhasyl ei" group. Students can realize their creative abilities at the university ART-club, poetic club "Parasat", volunteer movement "Komek".

The university library is the member of Information Consortium of Libraries of Kazakhstan where users have an access to the world research databases: Elsevier, Scopus, Science Direct, Emerald, Springer, Oxford University Press, Science, Thomson Reuters (Web of Science, Web of knowledge-library). The project of external access to electronic catalogue and electronic library – Web-IRBIS has started at the university.

The university has been recognized as the world known higher educational institution by the world university rating system of the QS Agency, Great Britain.

The university received international accreditation by the AQAS Agency (Germany) on 6 specialties; an institutional and specialized national accreditation by IAAR (Independent Agency for accreditation and rating); an expert audit by the European commission on quality of training simultaneous interpreters-translators provided by the University on a target task of the Administration of the President of RK on the basis of the Bureau of simultaneous interpretation with the grant provision by the MES of RK; according to the national business rating the university is recognized as "The best enterprise of the year" and was awarded a medal and certificate.

KazUIR&WL received awards of international recognition: «Austrian cross of honour» for contribution into education and culture development; Honorary title "The leader of education" by the Cambridge scientific Association; Honourable "A palm branch" of France for contribution into education and culture development; International awards of the European Agencies - "European Quality" (2014); "The united Europe for contribution into educational integration development" (2007); Honourable award of "Socrates" for intellectual development of the younger generation.

The material and technical base of university involved in the academic process:

- 5 academic buildings, total academic area – 32367 sq.m
- 3 student hostels, total area – 17529 sq.m for 1450 persons
- 1 sports complex building, the area – 1400 sq.m (7 halls)
- library with 5 reading rooms, 7 resource centers, the area – 1663 sq.m.
- computer park – 705 computers;
- a unified information intranet, system of open terminals in the buildings, unified electronic library system
- recreation facility on Kapchagay.

DESCRIPTION OF THE EEC VISIT

Activity of the EEC of the Independent agency for accreditation and rating (hereinafter - IAAR) was carried out on the basis of the Program of the visit by external experts of the specialized accreditation from 28 to 30 April, 2015. The EEC members have been provided with the documents necessary for their work.

In order to evaluate, clarify and complete the content of the submitted self-study reports, experts had meetings with the rector, vice-rectors, dean of the Faculty of international relations, dean of the Faculty of management and international communication, heads of the departments of "Economy and management", "International law", "International tourism management", "International communication", the heads of structural subdivisions, teachers, students, alumni, employers and supporting staff from different structural subdivisions. In total 321 people took part in the meeting.

In order to obtain objective information on the assessment of education programs, members of the EEC IAAR applied the following methods: meetings, visits, interviews with the staff of structural subdivisions, students, and questionnaire survey among the teaching staff and students.

Overall, the activities planned in the framework of the visit of the EEC IAAR enabled the experts to familiarize with the university teaching infrastructure, material-technical base, teaching staff, representatives of employer organizations, learners (bachelor and master students), and alumni. This enabled the experts of EEC IAAR to make an independent assessment of the compliance of the data in the self-study reports on University education programs with the criteria of the specialized accreditation standards.

During the work process the EEC had an inspection of the university infrastructure: classroom visits in the academic buildings and departments. Accredited education programs have sufficient financial resources for development. In 2013, specialized auditoriums №311, 307, 118, 321, 323 were additionally equipped for multimedia presentations; 2 portable projectors were purchased so that to conduct classes with multimedia presentations. Specialized room №406 is equipped with 28 computers, a projector and adjusted to conducting practical lessons on the Amadeus course. Specialized research laboratory №420 is equipped for research work, IWS, IWST, IWM, IWMT and project works; Room №419 is equipped for conducting practical classes, for presentation of IWS, IWST and project works.

For the assessment of quality of an academic process, the EEC members attended classes of the accredited education programs:

- 1) Lecture on the course «Psychology of tourist activity» of the senior lecturer, master of international relations Uaissova A.M. on 29 April, 2015, at 12.45-13.30, groups 202, 203 in the room 122/3. Lecture theme: «Psychology of advertising». Content of the lesson fully complies with the Standard academic program and requirements of professional standard of the specialty. The lecture is interactive and student-centered, based on communicative situations and problems for discussion. The lecturer applied the following innovation technologies and methods: interactive mode, case study, and question-answer approach. The chosen methods and teaching aids correspond to the content of the teaching materials, to the goals of the lecture, and to the students' abilities.

- 2) A seminar class of the candidate of geographic sciences, associate professor Ussubalieva S.D. on the course "Basics of entrepreneurship in tourism" was conducted on 28 April, 2015, at 12.45 in room 120/3. Theme of the lesson is "Organizational and legal form of entrepreneurship in tourism". The seminar was conducted with the 2-year students of "Tourism" specialty. The seminar class was well-structured in terms of content and volume. The goal of the lesson was clearly defined in accordance with the Working academic program. The lecturer followed a logical link to the materials of the previous classes on this course; there was a class feedback; active student participation in the issues under discussion was accentuated.

3) Lecture on the course “Rural tourism in Kazakhstan” for 1-year master degree students of the scientific-pedagogical direction was conducted by candidate of philological sciences, associate professor Zhubanova M.Kh. on 29 April, 2015, at 13.40, in room 321. The theme of the lecture: “Managing rural tourism”. The lecture class was well-structured in terms of content and volume, and complies with the requirements. The lecturer outlined the lecture material clearly by providing arguments to prove the existing concepts, and by supporting with examples from local and international practice. The presentation of the lecture was carried out with the multimedia support which facilitated the learners’ perception and understanding of given material.

4) Lecture on the course “Tourism management” was conducted by candidate of economic sciences, associate professor Kalganbayev N.A. on 29 April, 2015, at 14.35 – 15.25, in room 311/1. The theme of the lecture: “Personnel management in tourism industry”. The lecture was conducted with the 2-year students of tourism specialty and contained discussion method where issues on organization of personnel management systems, specificity of human resources policy of tourism industry enterprises were raised. The lecturer used active teaching methods with multimedia presentation support. At the end of the lecture guidelines for the development of personnel management at travel enterprises were specified.

5) The lesson on the course “Information technologies” was conducted on 28 April, 2015 in the specialized room of Amadeus Centre with a set of Amadeus software and access to the global Internet, an interactive board, visual aids, and technical teaching aids. The lesson was conducted by the employer - manager of the company “Global Air” Karatayeva A.C. The theme of the lesson: “Tariffs in the system of Amadeus”. The lesson was conducted at the proper level, students studied types of tariffs, international passenger tariffs and traffic document, calculation technology of tariffs and ticketing, route selection, tariff application rules: penalties, refund, early payment. Students made their own search for tickets to international destinations based on the availability of seats in real time, calculated the tariffs, chose the best option for flight booking on the request of the member of EEC.

6) Seminar on the course “Technology and organization of excursion services” was conducted by the senior lecturer, master of international relations Uaissova A.M. on 30 April, 2015, at 10.55. - 12.45 in room 309/1. The theme of the seminar: “Technology of preparing an excursion on the military theme: “Без прошлого нет будущего””. The seminar was conducted with students of EP 5B090400 – “Social – cultural service” in accordance with the theme of the academic – methodical complex at a high level: the lecturer has a good command of the material, gives practical materials using statistical data and expert-analytical resources and video. During the seminar students discussed theoretical basis and technologies of preparing an excursion. The theme of the seminar is of current concern and has teaching and educational purposes. At the end of the seminar the lecturer concluded the lesson and answered the questions.

All conditions were created for the fruitful work of the EEC; experts had an access to all necessary information resources. The commission members note a sufficient level of openness of the university, commitment of the management, teaching staff, and students to the improvement and development of the university, and development of information-education environment.

GENERAL ASSESSMENT OF EDUCATION PROGRAMS

The university trains specialists of bachelor and master education programs in accordance with the State license AB № 0137365 of 03.02.2010, and annexes to the license issued by the Committee for Control of Education and Science of MES RK of the accredited specialties.

Implementation of 5B090200, 6M090200, 5B090400 EP programs is carried out in accordance with the State Compulsory Educational Standard of the Republic of Kazakhstan, State Program for the Development of Education in the Republic of Kazakhstan up to 2020, Strategic development plan of KazUIR&WL for 2011-2017 years, development plan of education programs. Implementation of the accredited education programs aims to ensure high quality training of specialists with foreign language knowledge for wide range of international-

integration, socio-economic spheres of interaction of the republic of Kazakhstan in the global world.

Uniqueness and innovativeness of accredited education programs is ensured by formation of professional competence in accordance with authorial pedagogical technology (S.S.Kunanbayeva, 2009) in conjunction with profession-oriented, profession-based, profession-identifying, intercultural-communicative competences.

Competence model of managers of tourism and hotel enterprises represents itself as an array of equivalent, structurally complex, interrelated formation, namely:

1. intercultural-communicative competence, consisting of foreign language-communicative, linguistic and context-communicative sub-competencies;
2. object-based-managerial competence, consisting of production and technology, service and operational and basic research sub-competencies;
3. professional - content-based competence consisting of organizational and managerial, professional and prognostic tourism and recreation sub-competencies.

Competence model of managers of tourism and hotel enterprises is presented in three blocks of competences (intercultural communicative, professional – content-based, object-based-managerial).

I. Initially-formed competence is object-based-managerial competence which is in the range and level of professional skills is the most appropriate to achieve the ultimate professional and meaningful impact in the training of managers of tourism and hotel enterprises. The complex nature of the professional competence is provided by the following sub-competences:

- 1) tourism and recreation, which presupposes the updating of the ability to assess the state of tourism and recreational areas, natural, historical and cultural values, etc;
- 2) production and technology, providing knowledge to create the conditions for the formation of the market of tourist and hotel services with the use of advanced technologies, technologies focused on the development of professional competence: technology of situation analysis in order to identify perspective areas of new types and forms of tourist services, methods of taking measures for security activities of tourism industry;
- 3) organizational and management, aimed at the accumulation of information in the organization and guidance for providing tourism services in various fields of tourism business, for conducting marketing research and organizing advertising campaigns to promote the tourism product;

II. Professional – content-based competence with the composition of its sub-competencies that form the content of profession, i.e. meaningful awareness, awareness of the tourism and hospitality industry for the future stages of expert-analytical and forecasting activities as an expert on all aspects of tourism activity. The main sub-competencies that form the unity of this competence are:

- 1) professional – forecasting competence, aimed at forming abilities to analyze and predict phenomena and processes in this area;
- 2) service-operational competence, aimed at studying the status and trends of development of modern standardization system of tourist services, the development and implementation of effective programs for tourist and excursion and hotel service, operational design of tour packages, planning and implementation of information and guidance with customers and service technologies;
- 3) basic research, involving research on the state of tourism market, the study of the prospects for the development of tourism in some regions of Kazakhstan taking into account the geographic, climatic, national characteristics, application of modern scientific methods of knowledge of the nature and mastering the technology needed to solve the problems with the content of the natural sciences and arising during the performance of professional duties;

III. Intercultural-communicative competence plays a significant role in the competence model of KazUIR&WL as a special type of competence that goes through all the competences because it plays a system-formation basis for the industry-based foreign language education.

In 2012 academic year the working group from the teaching staff of the department studied experience of international universities (education program structure, content of compulsory and elective courses, organization of internships, etc.) that train specialists on tourism and hotel businesses such as George Washington University (the USA), University of Applied Sciences (The Netherlands), Academy of Tourism (Turkey), Boston University (the USA), Hong Kong polytechnic university (China), Institute of hotel management and tourism (Switzerland). As a result of connection of each competence to the certain module of the education programs, the content of education programs was structured into a whole program of specialization, and elective professional programs were designed (EPP) such as Technology and organization of tour operating and tour agent activity, International legal aspects of tourism, Practical and business skills of travel managers, Hotel service process management, Business communication in hotel business, Marketing communications in hotel business, Financial management, Risk management, Financial improvement of enterprises, etc. Competitive advantage of education programs is possibility to obtain additional specialization in accordance with pre-requisites of the program, reflected in the Additional Elective Professional Programs (AEPP). For example, students of EP "Tourism" on choosing EPP «International hotel business management: finance, resources, marketing» can additionally choose AEPP «Change management», «Anti - crisis management», etc.

Competitive advantage of the accredited education programs are as follows:

- existing model of integrated scientific-innovative professional-educational management systems and infrastructure of the university with the help of formulated activities on four Scientific innovative professional educational complexes (SIPEC);
- effective cooperation of KazUIR&WL with international associations of tourism and hotel business such as EURHODIP, ATLAS and AMFORHT as a full member of these organizations;
- conducting professional-field projects on the order of the Almaty city and district akimats; Kazakhstan Tourism Association, Kazakhstan hotel and restaurant association, small and medium-size business enterprises;
- developing professional foreign language competence in the professional training process (foreign language is taught during the whole academic year, with more than 26 credits at the bachelor level; a range of profiling disciplines of the accredited cluster specialties is conducted in English).

The educational process is based on the use of modern innovation (case assignments, project work, scientific review of the reports, etc.) and informational and communicational approaches (videoconferencing, tele-debates, etc.).

Assessment of students' knowledge is carried out by applying the rating system through the automated system "1C-University" and educational portal as the basis of "Electronic University".

Accredited programs on specialties 5B090400, 5B090200, 6M090200 are realized at the Department of International Tourism Management, Department of Economics and Management, Department of International Law, Department of History of Kazakhstan and social sciences, Department of Pedagogy and Psychology, Department of Kazakh Philology, Department of Linguistics. The Departments demonstrate critical approach to the analysis of their activities by assessing the strengths and weaknesses, defining the concept of education policy.

Planning, forecasting, management and implementation of EPs are carried out in accordance with development plans and action plans of the department approved for each academic year. The range of issues to be discussed at the department meetings covers the main directions of their activities. Analysis of action plans and minutes of department meetings shows that the issues comply with current EP objectives and the decisions contribute to improvement of the academic process and training bachelor and master students, and sustainable development of the university.

Education on the basis of credit technology and modular education programs offers a choice of individual learning trajectory and elective courses. The teaching staff of education programs effectively interacts with potential employers to identify their opinions about the quality of educational services; carry out automatic monitoring of student performance. The availability of student internship bases mainly meets the modern academic process requirements; electronic library with an access to library resources is also available.

COMPLIANCE WITH THE SPECIALIZED ACCREDITATION STANDARDS

Standard “Education program management”

EP management provides an integrated Model of scientific and innovative vocational education management system and the university infrastructure with the help of four SIVE-complexes. This type of management and organizational structure as SIVE-complexes ensures an open and effective integration of vocational education, science, business and industry.

Students have the opportunity to conduct research works on the basis of applied research laboratories (ARLs) as part of SIVE-complex of economic and legal areas at the Department of International Tourism Management, supervised by professor, vice-rector for Strategic Development A.N. Sakhanova.

The Department has established professional career guidance contacts (secondary schools in Almaty assigned to each teacher, College of International Service and Management, College of International Tourism Management at KazUIR & WL).

Students broaden their skills in business organization and planning by applying case technologies within the programs of the Innovative education centre at KazUIR&WL.

The Strategic development plan of KazUIR & WL until 2017, adopted in 2012, identifies priority areas for the development of university specialties. EP development plans are designed to meet the basic provisions of the Strategic Development plan of the university and approved in 2013.

Strategic development of EPs are implemented in the context of the 7 strategic directions (SD): unified research-educational, vocational and innovative infrastructure of the university; training new competitive generation of graduates through modification of basic specialties upon the international and domestic labour market demand; integration of science-education-innovation; innovation-oriented training and re-training of teaching staff reserve within the country and abroad; internationalization of high special reformation and corporate scientific interaction with foreign scientific-educational community; university participation in the activities of internationally recognized consortiums and organizations; modernization development of material-technical infrastructure and information system development of the University.

EP implementation is determined by its objectives and the development plan, which suggests positive trend indicators.

For the formation of the EP development plan representatives of stakeholder groups are involved: students, teaching staff and employers. EP development plans are established based on the analysis of the functioning of EP, preliminary discussion in academic groups, at the department and faculty academic-methodical council meetings where the suggestions are made, amendments and changes are introduced.

Measures for cooperation with employers, leading foreign universities and other stakeholders are worked out based on the development plan:

- joint training within the dual education and professional development programs: Almaty city akimat and district akimats; Kazakhstan Tourist Association, Kazakhstan Association of Hotels and Restaurants, small and medium-sized businesses;

- target preparation of scientific and pedagogical staff: Qiongzhou University, Sanya (China), the Higher School of Tourism of the Balearic Islands (Spain), the Free University of Brussels (Belgium), Akdeniz University (Turkey), Hanze University of Applied Sciences (Netherlands), Dalian University (China), etc .;

- involving practitioners in the academic process, counseling and co-supervision of final qualification works: Kozybagarov A. A., deputy director of the Rakhat Palace hotel delivers a course on "International hotel business management: finance, marketing, resources", Karatayeva A.A. – manager of the company “Global Air” conducts classes on “Information technologies in social-cultural service industry”, “Information technologies in tourism”, Aubakirova A. A., director of the «Phaeton-tour» tourist agency delivers courses on "International models for the organization and management of a tourist business", "Technology of travel agent and tour operator activities";

- conducting student internship and analysis of EPs - more than 30 agreements on social partnership.

The Commission states that in the period under review guest lectures have been effectively held, for example: «Methods of course design applied to research», Alex Ferdinand Schouten, Hanze University of Applied Sciences, Netherlands; «Management in Education», Ferents Farkas, University of Pecs, Hungary, PhD, associate professor; «Concepts and trends in tourism», Richard Sharpley, University of Central Lankashire, England; «TKT modules: flexible assessment for language teachers», Professor Stephen Hindlaugh, the British Council in Kazakhstan; "Tourism Cluster: problems and prospects», Chayanan Kerdpitak, Thailand, online seminar on "Comparison of aspects of the tourism industry, the existing rules and career opportunities in Kazakhstan and Canadian tourist market" H. Sanandazhi; Oktay Kutai - «Sales management for the tourism industry», PhD, Professor, University of Kastamonu, Turkey; "The geopolitical and regional issues of tourism development in Central Asia», Nadyrov Sh. M. Doctor of Geography, Professor, the Department of Geography, Cadastre and Land Management at Kazakh National University named after Al Farabi; «Human resources management in hotel industry» Hatem Azikli, personnel manager at the Kilikya Palace Hotel, Antalya, Turkey; “Food and Beverages”, Ahmet Aktas, professor, Akdeniz University, Turkey.

Accredited programs are characterized by a high level of co-operation with research institutions (Cooperation Agreement with the Institute of Economics of the MES RK, an agreement on cooperation with "Kazakh Research Institute of Economics of agriculture and rural development" of the Ministry of Agriculture of the Republic of Kazakhstan, an agreement on cooperation with the Institute of Economics of the Committee of Science, MES RK, as well as with a number of foreign universities (Hanze University of Applied Sciences, the Netherlands, Technological Educational Institute of Central Macedonia, Serres, Greece, Dalian University, China, Academy of Tourism, Antalya, Turkey, the Higher School of Tourism of the Balearic Islands, Spain, Free University of Brussels, Belgium, Qiongzhou University, Sanya, China)

EPs are developed based on the standard curricula or SCES of specialties and are consistent with the mission of the university and the demands of the labor market. Provision of high-quality educational services at the university and compliance of the existing EPs to modern requirements are on a sufficient level. EEC notes that elective disciplines have been regularly updated for the last three years to meet the requirements of consumers.

Planning the academic process is based on the standard curricula, EPEP and AEPEP catalogues, individual academic plans of students. The EPEP and AEPEP catalogues contain a brief annotation of the disciplines, pre- and post requisites are updated annually and available to students in paper and electronic format (on the educational portal of the University, at the dean's office, in the departments). The sequence of disciplines is considered in the structure and content of working academic plans and arranged with the use of pre- and post requisites. Commission also highlights a sufficient methodological level of academic and methodical documentation.

The individuality and uniqueness of accredited programs - the strong focus on the requirements of employers, namely:

- at the heart of the EPs there is a competence model of a specialist, which is implemented through a set of complementary competencies and provides gradual acquisition of competencies of economic profile based on multi-level system of training bachelors within the competence paradigm;
- study of a foreign language (the volume from the 1-semester to the 7-semester makes more than 26 credits at the bachelor degree level);
- formation of individual trajectories of students by selecting EPEP and AEPEP;
- availability of professional certification through the basic courses of specialty modifications.

EP benchmarks are structured by type and activities and contain administrative, academic-methodical, scientific, educational and vocational guidance activities.

Efficiency of the EP Development Plan of the accredited specialties is verified by the successful participation of students in republican Olympiads, scientific competitions, high-quality completion of on-site internships where students receive thank-you letters from employers and job offers in such organizations as the Department of Tourism, Almaty, «Quick Ticket Service», «Asia Access International», «A13 Travel & Leisure», «Inter Travel», «BELL Company Ltd», etc.

The feedback system and communication channels with students, staff and stakeholders operate through: regular meetings of the rector and vice-rectors with the staff, Faculty Council with the participation of the rector and vice-rectors, student self-government bodies, boxes for complaints and suggestions, Rector's blog on the University site.

KazUIR & WL performs scheduling and monitoring, measurement, analysis and improvement processes to demonstrate compliance of educational services with the requirements of the SCES RK, consumers, and to ensure compliance and continual improvement of the QMS. The QMS covers the activity on training specialists with higher and postgraduate vocational education. The KazUIR & WL quality management system meets the ISO 9001: 2008 requirements.

The main provisions and the procedures are presented in the electronic document management system <http://cloud.ablaikhan.kz>.

Information technologies are actively used in the university activities: educational portal and information site in three languages, information support of educational process on credit technology through “IS.University” system. Online resources provide current information that reflects the planning processes and evaluation results for students, staff and the public.

Monitoring of EP performance is carried out by attestation commissions, audits. Examination of methodical maintenance is carried out at department meetings, academic-methodical council of the faculty, faculty council, academic-methodical division of the university, the Academic Council. The quality control of the educational process is carried out at various levels, documented and discussed at department meetings and faculty councils. Based on the analysis and evaluation of indicators the action plan is developed, the effectiveness of the implementation of which is considered at department meetings, academic-methodical council of the faculty, and the faculty council.

The Commission highlights the close cooperation of the department with employers in the organization of internship, diploma projects, career guidance measures, placement of graduates. The interpretation and understanding of the module and competences formed during the education deserve special attention and is the achievement of EPs.

Analysis of departments' educational activities demonstrate that the procedure of the development of EPs do not fully specify the courses delivered by foreign teachers.

Material and technical base of EPs enable to deliver the academic process at the level appropriate to the requirements of state standards for higher education.

Research Laboratory for Tourism and Service effectively contributes to the implementation of the EPs of the accredited specialties.

The strengths of the EP:

- high level of satisfaction of students and employers with the quality of accredited education programs;
- training highly competitive specialists who can speak at least one foreign language is realized;
- active involvement of leading foreign and local professors and teachers in the academic process;
- the accredited EPs are provided with highly-qualified teaching staff with extensive work experience in higher education institutions and research institutes;
- high level of cooperation with foreign universities and research institutions of the specialty.

The weaknesses of the EP:

- reduction of the student contingent which may slow down the development of the accredited education programs.

The EEC states that education programs have a strong position on 16 criteria, satisfactory - 20 criteria, and 1 criterion requires improvement by the given standard.

In order to enhance the management of education programs, the Commission recommends:

- carry out a risk assessment of the accredited education programs on a regular basis, to work out a mechanism to reduce these risks.

STANDARD “SPECIFICITY OF THE EDUCATION PROGRAM”

The implementation of education programs on 5B090200- Tourism, 6M090200- Tourism, 5B090400- Social - cultural service is aimed at providing high-quality training of professional foreign language personnel for a wide range of internationally- integrated and socio-economic spheres in the field of tourism and social-cultural service of Kazakhstan.

These objectives are tackled by the university in close collaboration with potential employers, for example:

- correspondence with research institutions in relation to the themes and content of elective courses (during the academic year);
- holding Academic Council meetings of the Faculty and inviting employers to the given meetings;
- review and discussion of employers’ proposals (as well as scientific-research institutions);
- identification and description of the content of the elective courses so that to meet the needs and requirements of the employers; introduction of elective disciplines approved by the Academic Council into the SAP (Standard academic plan); designing an AMCD (Academic and methodical complex of the discipline) on the approved disciplines.

The list of pre- and post requisites necessary for the successful mastery of each elective course is determined by the Academic-methodical council (at a special meeting), approved at the meeting of the department, and then brought to the Academic and methodical council (AMC) of the University.

Potential employers also provide professional internship bases. Supervisors of the professional internship provide students with the information on how to collect and analyze practical materials for their internship reports and diploma papers; they also monitor students' performance and assess their knowledge and skills; they provide their suggestions on the improvement of the academic process and elaboration of a certain course.

When implementing the EP development plan, the proposals of the interested parties (employers and students) are taken into consideration, processed and elaborated. On average,

25% of elective disciplines of the EP for bachelor and master degree programs are updated annually.

The disciplines of the matrix education program “Organization of domestic tourism”, “International model for tourism business organization and management” were introduced in the EP on “Tourism” upon the recommendations stated by the employers, namely LLP “TATU” and LLP «Phaeton-tour».

On the basis of KTA and KAGIR the working group was established to develop professional standards, consisting of employers (representatives of travel agencies and hotels), representatives of higher educational institutions, including KazUIR & WL, representatives of government bodies (NECK “Atameken”, Ministry of Education and Science of RK, Ministry of Tourism and Sport of RK, academic and methodical cabinet of Almaty, vocational education department of akimat of Almaty), the result of which is the professional standard unit for the tourism manager and the project of a professional standard for the hotel enterprise specialties.

Employers participating in the design and implementation of the education program on “Tourism” are typical representatives of tourism industry such as the Department of Tourism of the Ministry of Investment and Development of the Republic of Kazakhstan, Tourism department of Almaty city, tourist firms, companies, hotels, various entertainment enterprises and others.

The members of the EEC had an interview with the teaching staff of the department, employers, and graduates, students of the master and bachelor degree programs. The results of the interview with the teaching staff and employers demonstrate a clear understanding of the formation and development of the education programs. Members of the EEC attended bases for professional internship such as Tourism Development Division at the akimat of Almaty, hotels “Intercontinental Almaty» and «RitzCarlton», travel agency «Phaeton-tour», where employers highly evaluated the level of training of the students of the given EPs.

Assessment of the quality of education programs was based on a review of curricula, module catalogues, individual academic plans of students, working curriculum for the academic year, AMCD, results of the survey of students and teaching staff. EEC members reviewed specified documents by the disciplines.

The student survey results, attending classes by the EEC members, analysis on the capacity for specialized multimedia classrooms, teaching and research laboratories demonstrate the university regularly applies active forms and methods of teaching including information and innovative technologies.

Education programs include disciplines that use innovative teaching technologies, including interactive methods, with high involvement and motivation of students, which contributes to the development of professional competencies of students taking into account their individual interests and abilities.

Programs of basic and profiling disciplines contain modern achievements of science, engineering and technology. As part of SRAL on “Global challenges and modern trends of innovative development of tourist industry of the Republic of Kazakhstan”, in accordance with the scientific direction of the department, the teaching staff implements a research project on “Formation and development of personnel management system in the service sector in the Republic of Kazakhstan» № 0114 RK 00350 of 30.05.2014. As part of the scientific project, an agreement has been concluded to carry out a research work for LLP “TATU” on the theme “Research and development of the management system of “TATU” hotel - resort complex”. As part of SRAL and in accordance with the scientific direction of the department, the teaching staff is implementing a research project on “Formation of scientific and educational cluster as a factor to improve the competitiveness of personnel training for the tourism industry of the Republic of Kazakhstan» № 0113 RK 01 192 of 30.12.2013. The teaching staff conduct research works on tourism cluster in the form of publication of research papers, participation in competitions of scientific projects, forums and meetings organized by KTA and KAGIR, the Committee of the tourism industry of the Ministry of Industry and New Technologies of RK. The student’s

research work in the form of diploma papers and dissertations, in most cases, is carried out at the request of organizations and enterprises for the subsequent implementation of specific projects for the development of tourist and recreational facilities and territories. The department held a round table discussion with representatives of the business community and foreign professors; they are compiling a textbook on "Fundamentals of tourism cluster". The teaching staff has created modular program and the curriculum for "college-bachelor-master", which was approved by the Rector of the University. The first group of college graduates in the specialty «Tourism» enrolled the "Double diploma" education program at the Dalian University in China. In 2013-2014 academic year a new discipline on "Theory and practice of tourism cluster" was introduced into the master degree program on 6M090200 – Tourism.

In April, 2014 the contract with "Baiterek" company was signed for conducting research work on "Research and preparation of tourist-recreational informative and analytical materials (scheme-maps, catalogue, excursion routes) in the sphere of tourism and leisure taking into account the differentiated approach of tourist service" for consumers of the resort place "Baiterek". In 2014 the company "Baiterek" won an innovative project with financing in the republican competition of 10 best regional startup projects in tourism sphere.

On 13 April, 2015 the contract with the akimat of Auezov district of Almaty city was signed for conducting a research work on tourism direction: "Research and preparation of tourist-recreational informative and analytical materials (scheme-map, catalog, excursion routes) in the sphere of tourism and leisure for physically disabled people (accessible tourism) of Almaty and Almaty region" within commercialization of the results of the plan program of scientific research and applied laboratory "Global challenges and modern trends of innovative development of the tourist industry of the Republic of Kazakhstan".

The teaching staff of the accredited EPs takes an active part in international, republican and regional projects: "Services in the development and release of dictionaries", contract # AGIP KKO/2006-0672. (Usenbayeva G. D., Zhunisbek A.A.) 2008-2015; "The Planet Earth. Spheres." in cooperation with the Russian Academy of Education – Prosveshcheniye and Prosveshcheniye-Kazakhstan publishing house, MES of RK. (Tusupbekova G. M. 2008-2012); "Evaluation criteria of technogenic influences and the role of geochemical barriers in increasing stability of the degraded landscapes of the Caspian area in Kazakhstan", in cooperation with the KazNU after al-Farabi; cooperation with the International Society "Kazakh tili" and with the Institute of Linguistics of the National Academy of Sciences of Kazakhstan on development of dictionaries and manuals, with KazNU after al-Farabi for the publication of the textbook "The meridians of imagination and parallels of curiosity"; development of the international TEMPUS project on "Bologna process network for master studies and lifelong learning in the field of tourism and sustainable regional development: Tourism Eurasian Network", 2011; research project "The Future of Higher Education in post-Soviet countries" with George Washington University and Interactive Fund, the United States, 2011; participation in the project 516802 -TEMPUS-1-2011-KZ-TEMPUS-SMGR «Student self-government and democratic participation in Kazakhstan (STUDIKA)» together with the University of International Business, Kazakhstan, 2014.

There is a balance between the theoretical and practice-oriented disciplines; names and content of the disciplines correspond to the actual areas of specialty development.

Practice-oriented courses are regularly conducted in the framework of EP, namely conducting seminars and discussions on the latest methodologies and technologies in education. Students have the opportunity to take at least one discipline in the field of specialization, which is delivered by a practitioner.

The EEC members conducted interviews with the teaching staff, alumni and students of different years according to the EEC work program. Representatives of tourism business and hospitality industry were also interviewed. Interviews with the employers show high satisfaction with the level of graduates, namely their knowledge of foreign languages and professional skills.

Assessment of the quality of EPs was based on a review of curricula, the catalogue of elective disciplines, individual academic plan of students, working academic plan, AMCD, results of survey among students and teachers.

Formation of students' professional competences is carried out due to the content, scope and logic of the individual learning trajectory of students. There is a choice of elective courses with an economic and international character aimed at the study of contemporary issues in science and practice.

The content, volume, logic of individual learning trajectory is based on the well-designed modular education program of the specialty. EP defines the student's individual learning trajectory, course enrollment procedures, current, mid-term and final assessment process; intermediate and final state attestation, assessment of students' knowledge, organization of student internship and overseas training.

The EP is updated due to changes in the state educational standards or introduction of new trajectories and elective courses as well as the requirements of employers, which is reflected in the catalogue of elective disciplines for the relevant academic year.

Multilevel system of analysis and modeling is used to arrange the logic of the courses and disciplines: feedback from consumers (students, alumni, and employers), analysis of categories and concepts. Logical sequence of disciplines is defined based on annual analysis.

The rules for organizing an academic process according to the credit technology provide the enrollment in the elective disciplines, which makes an individual learning path of students. Selection of disciplines is based on student's individual characteristics, needs and cultural experience and is reflected in the individual academic plan. Catalogue of elective disciplines is based on the employers' recommendations and with an aim to form students' professional competences. The volume of the academic discipline and forms of class activities are reflected in the syllabus.

The strengths of the EP:

- availability of professional context in the content of academic disciplines,
- regular use of interactive methods with high involvement and motivation of students taking into account their individual interests and abilities;
- widespread use of the matrix education programs.

The weaknesses of the EP:

- insufficient communication with the alumni of the accredited programs.

The external expert commission states that the university has strong position in 20 criteria and satisfactory position in 13 criteria of the standard "Specificity of the education program".

The commission recommends:

- to strengthen the control of the process and the results of graduate employment, including the assessment of employers satisfaction.

Standard "FACULTY AND TEACHING EFFICIENCY"

Implementation of the education programs on 6M090200 – "Tourism", 5B090200 – "Tourism" and 5B090400 – "Social-cultural service" is provided by the teaching staff who meet qualification requirements.

The education program management ensures compliance of the teaching staff with the qualification requirements, level and specificity of the education programs according to the Standard qualification characteristics of teachers and people equated to them (the order of the Minister of Education and Science of Kazakhstan № 338 of 13.07.2009), SCES RK № 1080 of the higher and post-graduate education (Government Decree of August 23, 2012). In accordance with the regulations established by the Law of the Republic of Kazakhstan "On Education", the teaching staff of the university is appointed annually.

The university developed the Regulation on the procedure for the competition to fill a vacancy of the teaching staff that highlights qualification requirements for candidates applying for the positions. The order and organization of the work of the competition commission, rules of receiving and reviewing documents are determined in the Regulation. The announcement on the vacancies is placed in the newspapers “Vecherniy Almaty” and “Mir Yazykov”.

Compliance of human capacity of the teaching staff to the strategy and specificity of education programs is regularly considered at the Academic Council.

Information on the teaching staff is available to the public. Profiles of the teaching staff are placed on the university website. However, it does not provide full information for some of the teaching staff. The university follows the principle of management accessibility and transparency of all personnel procedures by carrying out the procedure of making the staff familiar with a set of all documents on the personnel. The structural subdivisions have Acknowledgement Lists developed by the TQM department, contact details, reception hours, vice-rectors' blogs are placed on the university website.

The education program management regularly monitors the professional activity of the teaching staff. Competence of teachers is evaluated by a complex assessment of academic-methodical, scientific and social work on a rating system according to the Regulation about rating assessment of the activity of the teaching staff at Kaz UIR & WL in the form of individual reports for each academic year at the department meetings. Academic Council of faculties and university annually identify the rating results of all teaching staff.

The education program management monitors satisfaction of the teaching staff through social surveys. “Social well-being” questionnaire was designed for the teaching staff. (The questionnaire and other references are stored in the university Department of management and quality assurance).

A scheduled attestation of the teaching staff is realized by the Attestation commission once in three years among the teaching staff in accordance with the Law “On Education” № 319-III of July 27, 2007 (with changes and amendments № 487-IV of October 24, 2011), the Rules of attestation of the pedagogical staff approved by the order of Minister of Education and Science of Kazakhstan № 16 of January 22, 2010, the Regulation on attestation of research and pedagogical staff at Kaz UIR & WL, approved by the university order of May 15, 2011.

In accordance with the Law of RK “On Education”, all teachers go through the advanced training not less than once in five years, including on the specialty at the national and international level. Advanced training on the specialties of the accredited education programs was realized through:

- Bolashak program – 1 person (A.M. Uaissova);
- on master degree programs at foreign universities – 3 teachers;
- foreign certified internship – 4 teachers (candidate of philological sciences, associate professor Aitbayeva G.D., Master of international relations Yeshmuratova G.Zh., Master of international relations Uaissova A.M., Master of economic sciences Rakymzhanova S.S. – Spain, Belgium; Master of pedagogical sciences Akhmedzhanova D.Zh. – China, Master of international relations Yeshmuratova G.Zh. – George Washington University, USA).

At the end of each year, up to 70% of the teaching staff is certified on language training, results of which are taken into account for attestation of the teaching staff and in the procedure of the competition-qualification commission. Three teachers received IELTS certificates. The main indicator to evaluate the personal contribution of each teacher is effectiveness of their professional activity, fulfillment of the functions set for them, their creativity level, etc. The basis of the system for evaluating quality of scientific-pedagogical activity of the teacher is made by four sections indicating the final results of their work on all aspects of academic, academic-methodical, research, advanced training, social and community activities. The university runs “The teaching staff development map” so that to register indicators of professional and qualification work, and for monitoring and improvement of the career growth of the younger staff members.

Within EP there is a certain work on modification of professional qualification of the teaching staff. Thus, one of the directions is creation of the Portfolio of the professional level of the teaching staff that contains initial data on the staff.

Results of the anonymous questionnaire in the framework of the work of the EEC demonstrate that 74 % of the teaching answered “very good” and 26 % replied “good” to the question on satisfaction with the advanced training system.

The teaching staff with scientific degrees and academic titles that provide the academic process on 6M090200 – “Tourism”, 5B090200 – “Tourism” and 5B090400 – “Social-cultural service” is set according to the staff list. Basic education of the teaching staff is practically appropriate to the qualification requirements. Experienced professors, doctors and candidates of sciences systematically and purposefully carry out joint actions for the professional growth of young teachers. The indicators of the teaching staff with scientific degrees make more than 50%.

Practitioners are involved in the implementation of education programs and the share of disciplines delivered by them is determined. The logic of their involvement to conduct lessons is dictated by the working academic curriculum.

The teaching staff members of the accredited education programs are authors of textbooks and teaching aids:

- teaching aid “Geography of international tourism”, 2011 (Tusupbekova G. M.);
- Teaching aid “International tourism. Organization and planning. ” (Belgibayev A.K., Ussenbayeva G.D.);

Teaching aid on “English for Tourism” for 4-year students of the specialty “Tourism” (Zhubanova M. H., Usenbayeva G. D., Zhunusbek A.A., Akhmedzhanova D. Zh., Yeshmuratova G. Zh., Uvazhanova M.U., Orazbay Zh.K.);

- Academic-methodical aid “Sales management for the tourism industry” (Oktay Kutay, Aitbayeva G.D., Uvazhanova M.U.), 2015

The teaching staff take an active part in the work of the group “Social sciences, economics and business” at the Republican academic- methodical council of higher and post-graduate education of MES RK (Aitbayeva G.D.).

The teaching staff of the accredited education programs received jubilee medals of KazUIR & WL (Aitbayeva G.D., Zhubanova M.Kh., Akhmedzhanova D.Zh.). Three teachers are awarded with certificates of honor of KazUIR & WL (Rakymzhanova S.S., Uaissova A.M., Yeshmuratova G.Zh., 2013).

The specificity of education programs ensures active participation in the academic mobility programs for the teaching staff:

- presentations of research reports at international conferences held in the USA, Bulgaria, China, Ukraine, Kyrgyzstan (Yeshmuratova G.Zh., Ussubaliyeva S.D., Tusupbekova G.M., Akhmedzhanova D.Zh.)
- international internship to China, Spain, Belgium, etc.

The moral and psychological atmosphere at the departments is characterized as stable, creative attitude to the fulfillment of functions and duties, sufficient level of labour and executive discipline at the appropriate level.

The Academic Council establishes the annual workload for the teaching staff at the department on the basis of the standard approved for the academic year, the number of the teaching staff and the need to do all kinds of academic work from the educational plan.

The total workload for a full-time teacher taking into account his/her fulfillment of academic, academic-methodical, research, organizational-methodical, educational, advanced training and other kinds of work is as follows: in 2011-2012 academic year - 23 credits; in 2012-2013 academic year - 24 credits, in 2014-2015 academic year - 26 credits. Average in-class workload accounts for 65% of the total workload of the teaching staff.

Teachers actively use technologies of developing education, technologies of critical thinking, technology of interactive learning, technology of modular learning, multi-level learning, project methods at their lessons. Application of innovative technologies is implemented

systematically. New technologies and methods of their application in the academic process are reviewed regularly at the academic-methodical council of the department where their implementation and effectiveness is fully discussed.

To enhance professionalism, motivation and stimulation of the teaching staff, the university applies the system of rewarding of the teaching staff with bonuses for their contribution and achievements in the professional and research activities. The university awards the staff with bonuses according to the results of their performance in the semester, academic year, successful enrolment campaign, attestation, accreditation, research achievements, on the anniversary dates and official state holidays. Other tools of motivation to work more efficiently and creatively are certificates of honor, overseas internship, and also support in solving some social problems by improving labour conditions, providing with the equipment necessary for the academic process. All departments are equipped with laptops and projectors.

Within the framework of Innovation Education program of the economic profile, prof. Ferenc Farkas of Pec University (Hungary) conducted International course on “Management in education” in English. The international course on “Management in education” was held from 17 to 21 September, 2012 (36 hours). The given course reveals the methodology of HEI management based on international experience in the form case study and specificity of credit technology. The course was presented in an interactive mode of active participation of the attendants.

In the framework of scientific research and applied laboratory on “Integrative management as an important factor for domestic tourism development”, the university organized the course on “Sales management for the tourism industry” (2 credits, 90 hours) from 4 to 15 December, 2014. The course was held by Oktay Kutay, PhD, associated professor of Kastamonu University, Turkey. As the result of the given course was published an academic-methodical aid on “Sales management for the tourism industry” in 2015 (Oktay Kutay, Aitbayeva G.D., Uvazhanova M.U.).

The Commission highlights active participation of the teaching staff of the EP in various certified and advanced training courses.

In Kazakhstan it is possible to receive two most popular international certificates to verify experience and qualification of a project manager: PMI® Certificate – Project Management Institute and IPMA Certificate – International Project Management Association. In 2014 the teachers of EP went through a certified course by IPMA standards in the company “Technology of Project Management” which is the only company in Kazakhstan accredited for training project managers according to the IPMA system (Certificate №UPMA.LC.04 issued on April 24, 2007). They received certificates of IPMA - International Project Management Association.

The university conducts a survey among heads of departments, teachers and support staff on assessment of university management system. It helps to assess the activity of different divisions, personal qualities of employees, satisfaction with labor conditions. The survey for the heads of departments allows to analyze difficulties (for example, on management functions) and to plan directions for advanced training. One of the indicators in the university activity for quality assurance in training specialists is satisfaction of the teachers with work at the university, which is revealed by the survey results. In March 2015, the Division for strategic development and monitoring of KazUIR & WL conducted a regular survey on “Social well-being of the teaching staff”.

The survey results demonstrate that 86% of the staff is fully satisfied with the payment terms, and 14% are partially satisfied.

The provided information on the standard “Faculty and teaching efficiency” demonstrate that teaching efficiency on 6M090200 – “Tourism”, 5B090200 – “Tourism” and 5B090400 – “Social-cultural service” is appropriate to the requirements, students of the specialties are provided with scientific and academic-methodical literature that enable full implementation of the curriculum.

The strengths of the EP are:

- active participation in the academic mobility programs for the teaching staff (presentation of research reports at international conferences, overseas internship of the teaching staff in China, USA, Spain, Belgium, Great Britain, etc.);
- active involvement of practitioners in the EP (delivering lectures, conducting seminars and practical classes, assistance in organizing student internship, etc.);
- systematic application of innovation technologies (technology of developing education, technology of critical thinking, technology of interactive learning, technology of modular learning, multi-level learning, project methods).

The weaknesses of the EP are:

- insufficient participation of the teaching staff in publishing research works and articles in research journals and in the rating editions with non-zero impact factor;
- incomplete information about the teaching staff of the department on the university website.

The external expert commission states that the university has a strong position on 12 criteria and satisfactory position - on 8 criteria by the standard "Faculty and teaching efficiency". Improvements are required on 1 criterion - the HEI should demonstrate availability of the information on the teaching staff to the public, including catalogues of the teaching staff and questionnaires on the university website.

In order to develop human resources and to ensure effectiveness of teaching the commission recommends:

- to upgrade regularly the information on the teaching staff, including their catalogues;
- to enhance participation of the teaching staff in publication in research journals and in rating editions with non-zero impact factor;
- to strengthen the integration of education, science and production.

Standard «STUDENTS»

The university has developed a transparent policy of forming student contingent. A favorable factor for admission to the university is its location. A southern capital factor attracts prospective students with a high level of knowledge and motivation for vocational education to the university as a whole and to the accredited education programs.

The commission emphasizes a clear academic policy in the educational process and the openness of information and materials for students as one of the strengths of the EP. Students' opinions and the degree of satisfaction of their needs are systematically reviewed at KazUIR & WL. The university regularly monitors the quality of graduates' knowledge.

Students' needs are taken into account while developing the education programs. The university has student self-government bodies, which play an active role in addressing issues of student life. Students take part in the collective bodies such as the Faculty Council, the Academic Council of the university. Moreover, the university systematically addresses and effectively tackles the issues of students' social welfare.

The university has created the conditions for self-realization and personal development: research work in scientific projects and clubs, participation in olympiads, conferences, round table discussions, debates, business games, competitions, etc.

Every year, students of the department publish their research articles in the collection of interuniversity student conferences.

Apart from the conferences held by the Faculty of "Management and International Communications", students take an active part in international scientific conferences, competitions, Olympiads.

The results of the student scientific-practical research work: 20 articles published in 2010/2011 academic year, 17 articles published in 2011-2012 academic year, 27 articles - in 2012-2013 academic year and 30 articles - in 2013-2014 academic year.

Students take an active part in the subject Olympiads, competitions, seminars organized by the HEI in Almaty (Kazakh National Al-Farabi University). A 3-year student Kamilla Kayumova, EP5B090200 – Tourism, in April 2014 took part and won the 1-prize in the international competition of student projects on hotel business management. The competition was organized by the International Association EURHODIP. The department is a full member of the given associations since 2004. The competition was held in Vilnius, Lithuania. A 4-year student Aknur Alimbekova took the 2-prize in the same competition which was held on July 11-14, 2013 in Maribor, Slovenia. In November 2013, in the framework of the Agreement on cooperation between KazUIR & WL and the Academy of Tourism in Antalya, a 3-year student of the specialty "Socio-cultural service" Asel Kambulatova participated in the international competition of student projects "Development of tourism in the modern world: history and prospects" organized by the Academy of Tourism in Antalya.

Research work with master and bachelor students is realized systematically, starting from the first year. The results of the research work are presented in diploma works and dissertation theses, articles and publications.

During the meeting with the EEC members, the EP graduates expressed their wish to increase the number of hours for professional internship.

The process of graduate employment is effectively realized by the university. Systematic work is carried out by studying the labor market, vacancy search, cooperation with the city and district education departments. For this purpose, the university established the university and faculty commissions on graduate employment whose task is to hold meetings of the graduates with a lawyer to clarify the legal aspects related to employment; to inform the departments of education at all levels on the number of graduates; to inform students on the vacancies advertised by the employers; to make publications in mass media, to organize and hold graduate fairs; to issue job referrals on the basis of the contracts with the employers.

The work on formation of the Alumni Association, including the creation of a database on graduates has started.

In addition, there are official groups in the Internet for the feedback from the participants of the EP development: vk.com/kazumoimya, vk.com/csiinyaz, https://vk.com/tourism_chair.

22 graduates attended the meeting with the EEC. Thus, A. Aubakirova (specialty - Tourism, travel agency «Phaeton tour»), E. Funchi. (Specialty - Tourism, Hotel «Rixos Almaty»), B. Alilov (specialty - Tourism) told that the knowledge obtained at the university enabled them to realize themselves in the profession; they expressed satisfaction with their position and career growth. They keep in touch with the university and with the teachers of the department.

During the conversation with the EEC, employers noted that the graduates have a quite high level of professional level, methodical background as well as profound knowledge.

The university created the opportunity to continue education in all accredited education programs and to get additional elective specializations.

The Division for International Affairs and the Centre for academic mobility realize general management and monitoring of the activity in providing external academic mobility by involving other departments of the university. Academic mobility of students of "Tourism" specialty is mainly carried out within the framework of the international internship aimed at acquiring knowledge and skills in the hotel business operation, double degree programs with Dalian University, Qiongzhou University, Sanya, China.

The conditions for self-organization of young people with the same interests and hobbies are created in KazUIR & WL. Today, the form and structural organization of student self-government is the Committee for Youth affairs, Center for student initiatives, student trade union, student dean's offices, student dormitory councils, student security service.

Students of the education programs actively participate in the international program of social projects ENACTUS; in the 2014 contest the KazUIR & WL team won 2-place.

For realization of students' creative abilities, the University runs an ART-club (choir, orchestra of Kazakh folk instruments, dance groups (folk dances, «Newgamma» group,

«NightJam» group), the University Debate Club "AbylaiKhan", intellectual club for Brain Ring, Club of the funny and inventive, "Zhasyl El" group, poetry club "Parasat", volunteer movement "Komek."

The quality of knowledge is motivated by financial incentives and providing students with scholarships and perks in tuition fees, and organization of cultural and leisure activities. Students are provided with a wide range of library-informational, material and technical services which enable them to develop and implement their scientific potential.

There are traditional annual scientific and practical conferences dedicated to the scientists that worked on development and implementation of the education programs.

During the audit, the EEC carried out an anonymous survey of students which showed that 81.1% of students are fully satisfied with the quality of teaching, 18.9% are partly satisfied; 83.2% are fully satisfied with the availability of library resources whereas 14.7% are partially satisfied, and 1% are not satisfied; 78.9% are satisfied with the overall quality of the education programs, 18.9% are partially satisfied and 2.1% - partially dissatisfied.

Thus, it can be concluded that the university and the department have formed a favorable academic environment that enables students to master the education programs of undergraduate and postgraduate education in accordance with the requirements of SCES of MES RK, and to realize their creative and scientific potential.

The strengths of the EP:

- effective participation of students in international competitions of student professional and social projects;
- high level of student participation in the implementation of academic mobility.

The weaknesses of the EP:

- low percentage of student participation in the research work of the department.

The EEC notes that the university has a strong position in 9 criteria and satisfactory position - on 6 criteria of the standard "Students":

In order to meet the student, the EEC recommends:

- to expand opportunities for professional certification of students;
- to use online resources to monitor the employment and professional activity of graduates;
- to enhance involvement of students in the research work of the department.

Standard "RESOURCES AVAILABLE TO THE EDUCATION PROGRAMS"

During the visit the EEC could witness that the university has material and technical base to support the academic process of the education programs and to implement its mission goals, and objectives. The University has the necessary classroom fund, research and educational laboratories, computer classes, methodical offices, sports facilities, which are appropriately equipped by goals of the education programs 6M090200 - "Tourism", 5B090200 - "Tourism", 5B090400 - "Socio-cultural service".

The University has 5 academic campuses, three student hostels with a fitness club, leisure center for students, a library with a rich fund of academic, scientific literature and fiction, five reading rooms, seven resource centers, a sports complex, a recreation base in Kapchagai.

For information and technological support of basic production processes (academic, scientific, management, etc.) the university has 705 computers, 15 computer and 24 multimedia classrooms used in the academic process.

Totally, KazUIR & WL has academic and research facilities which facilitate to forming professional competence and readiness for professional work of students of all levels.

The telecommunication center is functioning at the KazUIR & WL:

- public server (WWW, DNS, DHCP, PROXY, firewall) Intel (R) Xeon (R) 3GHz, 6Gb RAM;
- mail server and database server (EXIM, COURIER, WWW, MySQL, PostgreSQL, 1C) - Intel Xeon X5660x 2CPU, 32 Gb RAM;
- academic management server (1C) - Intel Xeon E5310, 2Gb RAM;

- server for e-library (Core I3 / RAM 2 Gb);
- server for accounting (1C) - IntelXeon 3GHz, 4GbRAM;
- server ISHEIMESRK - Intel Pentium DualCore, 2Gb RAM
- serverfor developers- IntelXeon 2GHz, 2GbRAM.

An educational portal <http://portal.ablaikhan.kz> is functioning at the university. This portal was created in order to manage the academic process by credit technology of full-time and distant education. It contains a student database, information about current academic performance; it ensures identification of the students. In addition, the portal enables to create and view the AMCD, to take tests and surveys, to interact with teachers. However, the information on the teaching staff of the International Tourism Management department on the site is not updated; there are no links to external publications on the implementation of the accredited EP.

Students have an access to personalized resources: an electronic register, final assessment grades, messaging, EAMCD, online testing, transcript, IAP.

The number of computers connected to the Internet for the accreditation year is 650 out of 705, which makes 96%.

Status of the corporate information and educational network of the university is identified by the following:

- all campuses are connected in a corporate network, deans' offices and structural divisions of the university are connected to the Internet,
- the main campus, campuses №1 and №3 provide students with a free access to Internet through wireless Wi-Fi network. Students with their personal laptops and mobile devices can get an access and use the Internet.

the main directions of developing information resources: creation of digital educational resources with multimedia, animation content, creation of a virtual learning environment, software licensing; advanced technology of communication systems.

It should be noted that there is no specialized auditorium for quality training in specialty 5B090400-"Socio-cultural service" and the formation of professional competencies for the implementation of standard operating procedures of basic services within the course "Technology and organization of hotel services". During the meeting with the EEC, the employers also suggested to open a specialized room which enables students to acquire skills in guest reception technologies.

The strengths site of the EP:

- high level of provision of information and library resources;
- effective corporate information and educational network of the university, providing access to personalized resources: electronic registers, the final assessment results, EAMCD; online testing, transcripts, IAP on the accredited programs;
- availability and efficient use (including additional vocational training) of a specialized classroom
- Amadeus Centre with an Amadeus software set and access to the global Internet.

The weak site of the EP:

- the website lacks online external publications, citations, references related to the implementation of the accredited EP;
- lack of a specialized auditorium with the necessary equipment and software for the formation of professional competencies in the technologies of guest reception and accommodation ("hotel room").

Having analyzed the resources available for the cluster of the accredited programs, the Commission states that the EP have a strong position in 12 criteria, satisfactory position – in 18 and 2 criteria suggest improvements.

The following criteria need to be improved: creation of educational and scientific laboratories with modern equipment relevant for the implemented education programs, sanitary-epidemiological norms and requirements; placing external publications (citations, references) on the implementation of the OP on a portal (website);

The Commission recommends:

- to increase the use of information networks for public awareness;
- to provide complete information on the teaching staff placed on the official website (portal) of the University and promptly update the personal pages of the teachers;
- to create a specially equipped auditorium - "Hotel Room" - for the formation of professional competencies within the course on "Technology and organization of hotel services";
- to provide the possibility of placing external publications (citations, references) on the implementation of the EP on the website (portal) of the University.

RECOMMENDATION TO THE ACCREDITATION COMMITTEE

The members of the External Expert Commission reached a consensus that the education programs **5B090400- Socio-cultural service, 5B090200- Tourism, 6M090200- Tourism** provided at the KazUIR & WL can be accredited for a period of 5 years.