

INDEPENDENT AGENCY FOR ACCREDITATION AND RATING
External expert committee

*Addressed to
the Accreditation
council of IAAR*



**Independent agency for
accreditation and rating**

REPORT

**on the results of the external expert committee
to assess the educational programs**

5B090200 «TOURISM»

**of the North Kazakhstan State University named after M. Kozybayev
for compliance with standards of specialized accreditation**

from 10 till 12 June 2015

Petropavlovsk, 2015

In accordance with the order 15-15OD from 02.06.2015 of the Independent Agency for Accreditation and Rating number the external expert committee has evaluated the compliance of educational activities with specialized accreditation standards of IAAR at RSE on the REM North Kazakhstan State University named after M.Kozybayev. The report of the external expert committee (EEC) consists of an assessment the activity of the education organization for criteria of IAAR, recommendations of EEC on the further develop to further improvement the activity and settings of the specialized profile of the North Kazakhstan State University named after M. Kozybayev.

Group of EEC:

- 1. Chairman of committee** – Kargin Sergali Toleubekovich, doctor of pedagogical sciences, professor, vice-rector for the academic affairs of E.A.Buketov Karaganda state university (Karaganda);
- 2. Foreign expert** – Subbotina Yelena Viktorovna, candidate of technical sciences, professor of “Hospitality management” department of Moscow branch of PEI of PHE Russian international academy of tourism, an expert of «The guild of experts in the field of professional education» (Moscow, Russia);
- 3. Foreign expert** – Volodin Aleksandr Anatolyevich, doctor of pedagogical sciences, professor, vice-rector for quality and distance education of Moscow humanitarian institute, an expert of «The guild of experts in the field of professional education» (Moscow, Russia);
- 4. Expert** – Movkebaeva Zulfia Akhmetvalievna, doctor of pedagogical sciences, professor, Head of «Psychology and special education» department of Abay Kazakh national pedagogical university (Almaty);
- 5. Expert** – Yusupova Adalyat Akhmetovna, MBA master, TMJ manager, lecturer of the departments «Vocal art» and «Musical education and pedagogical innovations» Kurmangazy Kazakh national conservatoire (Almaty);
- 6. Expert** – Bodeev Marat Turymovich, candidate of biological sciences, associate professor, head of “Primary military and physical training” department of E.A.Buketov Karaganda state university (Karaganda);
- 7. Expert** – Zagatova Saule Bazylovna, candidate of philological science, professor of “Foreign languages” department, Eurasian humanitarian institute (Astana);
- 8. Expert** – Zhumabekov Meyram Kenesovich, candidate of philological sciences, associate professor, head of “Journalism” department of E.A.Buketov Karaganda state university (Karaganda);
- 9. Employer** – Zhakanova Gulzhan Shamilevna, director of the municipal state institution “Kazakh school-gymnasium” (Petropavlovsk);
- 10. Student** – Abilnasirova Symbat Adilbekkyzy, a 2 year student of L.N.Gumilev Eurasian national university (Astana);
- 11. Observer from the agency** – Kanapyanov Timur Erbolatovich, head of International projects of the Agency (Astana).

CONTENT

1	Presentation of the North Kazakhstan State University named after M. Kozybayev	4
2	Description of the visit of EEC	5
3	General assessment of educational programs	6
4	Compliance with standards for specialized accreditation	6
5	Recommendations for improvement EP	23
6	Recommendations for the Accreditation Committee	24

Independent Agency for Accreditation and Rating

1. Presentation of the North Kazakhstan State University named after M. Kozybayev

Modern North Kazakhstan State University named after M. Kozybayev formed on the basis of the decision of Council of National Commissioner of the Kazakh SRU from 19 March 1937 as “Petropavlovsk Pedagogical Institute”. In 1939 Petropavlovsk Pedagogical Institute was awarded the status of the state. In 1955 it was transformed into the Pedagogical Institute by the order of the Council of Ministers of USSR.

In 1994 the North Kazakhstan University was opened on the basis of Petropavlovsk Pedagogical Institute. North Kazakhstan State University was awarded the status of the state university by the resolution № 163 from 31 January 2001 of the Government of the Republic of Kazakhstan.

North Kazakhstan State University was named by academician Manash Kozybayev by the resolution № 497 from 30 May 2003 of the Government of the Republic of Kazakhstan.

In 2012 the university was reorganized by transforming the Republican state enterprise on the right of economic management North Kazakhstan State University named after Manash Kozybayev.

The University operates on the basis of the relevant license (№ 12016901 issued KKSON MES, 19.11.2012.) within the national educational system in accordance with the legislation of the Republic of Kazakhstan. Ownership: The Republican State Enterprise on the right of economic management.

The University provides the training for 50 Bachelor's professional educational programs; 25 Master's educational programs; 4 PhD educational programs.

The contingent of students on educational programs: Bachelor - 3975, Master - 102, PhD - 2.

The University's structure consists of 5 faculties, Institute of Language and Literature, 26 departments, including the military department, 42 subdivisions. The University's infrastructure includes 9 educational buildings, Astrophysical Observatory, swimming pool, training and production complex "Miras", agrobiostation and 4 hostels.

The total area of buildings and facilities of the University is 83,638.3 m², also the area of educational buildings is 63,352.7 m².

The university created 7 research centers, 12 research laboratories, united in Science and Technology Park.

There are 37 virtual teaching laboratories, 38 specialized rooms, 38 multimedia classrooms at the university. Classrooms and study rooms are equipped with the necessary technical and audiovisual multimedia learning tools.

The university has a health center, equipped with modern equipment and staffed by leading medical specialists.

The University has its own student television studio “Parasat”, equipped with modern television equipment, a pavilion and editing room, which twice a week provides the transmission of its programs at the regional air in Kazakh and Russian languages. In the studio “Parasat” are also conducted educational lessons and practical training for the students of the specialty “Journalism”.

It publishes its own newspaper "Parasat" a volume of 16 pages in Kazakh and Russian languages. The content of the newspaper is formed by editorial staff, which consists of students of the specialty "Journalism".

In order to comply with licensing requirements, as well as to improve the organization and reduce the cost of food for students and staff it was established the Complex of Students' meals in December 2014

The educational process is provided by highly qualified teaching staff in the amount of 386 people, of whom 330 (85%) are staff teachers, 13 of them are doctors, 149 candidates of sciences, 6 masters of sports.

The University signed 66 operating contracts on cooperation with foreign universities, 8 – about the cooperation with international organizations, 43 – about the cooperation in the provision of educational services with the universities of Kazakhstan, 17 contracts of the creative and scientific cooperation with scientific and educational organizations of Kazakhstan.

There are 63 SSU, 6 scientific schools in the HEI. The university carries 10 scientific papers in the amount of 48,347,784 tenge, including 4 on the basis of economic contracts.

Since 2005 the university has developed, implemented and certified the quality management system.

In 2013 following the results of a pilot study QS World the University was in the five top of universities in Kazakhstan in the direction of preparation "Engineering and Technology".

According to the results of the rating of the National accreditation center of MES RK in 2011 two specialties took leading places, in 2012 - 2 specialties, in 2013 - 2 specialties, and in 2014 - 14 specialties.

According to IAAR in 2014 the University was in the 20 top of the best universities and took the 12th place in the total number of prizes of educational programs. In 2015 the University was in the 40 top of the best universities of the Republic of Kazakhstan.

In 2013 the university had the international accreditation of three specialties in the German agency ASIIN: 5B071800 Electrical power engineering, 6M071800 Electrical power engineering, 5B071600 Instrument making. In February 2015 the same agency passed the procedure of accreditation of five specialties: 5B071900 Radioengineering, electronics and telecommunications, 6M071900 Radioengineering, electronics and telecommunications, 5B070300 Information Systems, 6M070300 Information Systems, 5B011100 Computer Science.

In 2014 the university had the institutional accreditation and accreditation of 34 specialties in the Independent Agency for Accreditation and Rating of the Republic of Kazakhstan.

According to the results of the international ranking Webometrics the university's site has risen from 46th to 20th place for three years among Kazakhstan universities. Today the site is in the 4th place among the universities of Kazakhstan on the number of files and information volume.

2. Description of the visit of EEC

EEC's activity is carried out on the basis of an agreed program of the specialized accreditation with the university of.

In order to assess the content of the provided self-report of the North Kazakhstan State University named after M. Kozybayev EEC met with Acting University's Rector, vice-rectors, heads of departments, heads of subdivisions, teachers, students, graduates, employers and workers from the various departments. The meeting was attended by 257 people (table 1).

Information about workers and students, attended the meetings with EEC

The participants' category	Number
Acting University's Rector	1
Vice-rectors	3
heads of subdivisions of the university	21
Deans of faculties	4
Heads of profiled departments	8
Teachers	72
Students	95
Graduates	29
Employers	24
Total	257

In order to obtain objective information on the assessment of the university's activities the members of EEC has used methods such as visual inspection, observation, meetings and conversations with the administration of the university, the deans, heads of departments, deans of faculties, teaching staff, students, graduates, employers, questionnaire of teachers and students.

There were all the conditions to work, organized access to all the necessary information resources. The Commission notes a sufficient level of university's openness, commitment of the administration, faculty and students to the improvement and development of the university, the development of information and educational environment.

3. General assessment of educational programs

The department "Economics, accounting and service" trains the specialties for the accredited educational program 5B090200 Tourism. This department is the structural unit of History, economics and law faculty of NKSU named after M. Kozybayev.

The preparation of bachelors for all EP is carried out on the basis of a license №12016901 from 19 November 2012, issued by the Committee for Control of Education and Science of the MES.

Bachelors of accredited EP are trained in Kazakh and Russian languages (full-time and part-time), on the basis of secondary general, secondary and higher vocational education. The content of EP is based on the normative legislative acts of the RK, SCSE requirements and normative-regulatory documents of MES of the RK.

The Department conducts its activity analysis - assessment of strengths and weaknesses, determine the concept of development strategy of EP.

Planning, forecasting, management and implementation of the educational program of the department is carried out in accordance with the long-term plans of development and the work plan approved for each academic year. The range of issues to be discussed at the meeting of the department covers the main areas of its activity. Analysis of work plans and minutes of meetings show that the issues correspond to current OP objectives and decisions contribute to improving bachelor and sustainable development of the university.

COMPLIANCE WITH STANDARDS FOR SPECIALIZED ACCREDITATION

1. Standard «Education Program Management»

The objectives of the educational program 5B090200 "Tourism" are formulated on the basis of environmental conditions and the need to position the program as a competitive educational product on the national and regional market. They defined competencies, acquire graduates in the process of program development at the university, and give consumers information on the areas of vocational training, the program profile and occupations to which prepare graduates of the educational program.

In forming the objectives of EP 5B090200 "Tourism" for bachelors in the field of services the followings are taken into account:

- focus on the competence of graduates as a result of learning (Learning Outcome-based Approach) in the development and implementation of the program;
- the requirements of ISO 9001: 2000, European standards and guidelines for quality assurance in higher education (ESG, Standards and Guidelines for Quality Assurance in the European Higher Education Area) within the framework of the Bologna Process;
- the requirements of employers.

The basis of the educational process on the requirements of the Bologna Convention.

В основу организации учебного процесса положены требования Болонской конвенции.

Implementation of the accredited educational program carried out in accordance with the strategic priorities of the university on the basis of planning at the department and faculty. At faculty meetings and educational faculty council discussed the organization of educational, methodical, organizational-methodical, innovation, research, educational work, the development of material and technical basis, the results of examination of teaching methods of production and so on.

Teachers of the graduating department, workers of the department and the employers are involved in the definition of tasks for the development of the educational program.

The uniqueness of EP 5B090200 "Tourism" is what allows:

- acquiring of knowledge in the field of tourism business at the national and regional levels;
- mastering of the technique and technology of tourist activities, both in Kazakhstan and in the world market of the tourism industry;
- further improving of the research and search motivation of students in a modern interpretation of changes taking place in international practice and regulation of tourism.

The basic strategic directions of development of educational programs NKSU named after M. Kozybayev are formed based on the main objectives:

- creation of a complex of disciplines to ensure the unity of the national development strategy and the strategy of the university, forming a high-level competence of the specialist;
- providing high-quality education and research, relevant international standards;
- preparation of competitive specialists;
- the training of specialists in demand in the labor market.

The educational process and research activity of students and teaching staff of the educational program 5B090200 "Tourism" are related to the priority areas of science, due to the needs of the region, consistent with the priorities of national policies, aims and objectives of: "State Program for Education Development of the Republic of Kazakhstan for 2011-2020"; Program on formation and development of the national innovation system of Kazakhstan for 2005-2015; State program for acceleration of industrial-innovative development of Kazakhstan for 2010-2014; Strategic Plan of Development of Kazakhstan till 2020; Concept of development of the tourism industry of the Republic of Kazakhstan till 2020; State program of infrastructure development "Nurly Zhol" for 2015-2019; national policies in the field of education, science and tourism, indicated in the annual address of the President to people of Kazakhstan.

In addition, the choice of research priorities is determined by the scientific interests of the staff of the department, the principles of the tourist approach to current problems of the region. According to the directions it's performed diploma papers on bachelor 5B090200 "Tourism". As part of EP 5B090200 "Tourism" it's realized SRWS, the results of which are being tested at scientific conferences at various levels, including those organized by the department, faculty and university. Some researchers are devoted to the growing use of the Internet to research and purchase tourism products, necessitates the availability of the Internet presence of the company, both for advertising and for sales of tourist products, such as "Using a web-site tourist enterprise as a tool of effective sales", "Development Virtual tours of the city of Petropavlovsk".

To improve the quality of implementation of the educational program of the department:

- annually updating of methodological support of educational process and assessing of the level of knowledge, taking into account trends in the formation of the Republic of Kazakhstan;
- introduction of modern educational technologies (case-technology, method of projects, ICT, student-centered learning, and others.);
- developing of the material and technical base (classrooms and laboratories equipped with modern facilities);
- organizing of systematic training of the teaching staff;

- providing of the feedback with employers, monitoring of graduates' professional activity.

Educational-methodical documentation of EP is designed in accordance with the SCSE, standard programs, working curricula in Kazakh and Russian, which create equal opportunities for all students to study.

EP is provided with WC, syllabus, EMCD developed in accordance with the regulations. The content of WC, syllabus and EMCD basically meets the modern requirements of training and the specificity of EP. EMCD is had a preliminary examination at faculty meetings, after which the educational-methodical documentation is discussed at the educational-methodical council of faculty, EMC of the University and approved by the vice-rector responsible for affairs. EMCD may be recommended for publication by the decision of the Educational-methodical Council of the University.

The faculty of realizing EP pays attention to the organization, evaluation and control of IWS. The schedules of consultations of IWS, guidelines for implementation of IWS in all disciplines are developed.

In the educational process it's used electronic textbooks, educational and methodical literature in electronic format (CD- and DV-discs) and an electronic bank of teaching materials that are freely available to students. Students have access at the educational portal of the University for information regarding the organization of the learning process: the schedule of the educational process, timetable, content of classes, forms of control, tasks for the current and interim control of educational and methodical literature.

For the organization of educational process and scientific research work on EP 5B060900 "Tourism" and the creation of appropriate conditions in this area of bachelor's the teaching staff uses:

- special in-line audience with interactive multimedia complexes Smart Board 660i;
- language rooms (foreign languages, Kazakh language);
- teaching computer classes for learning using ICT, equipped with computers connected to the Internet;
- classrooms, which can be used portable multimedia facilities, including a laptop computer (laptop), a multimedia projector, portable screen;
- auditorium equipped with stationary multimedia projectors;
- experimental base ("Miras").

The work plan of the faculty "History, Economics and Law" and the department "Economics, accounting and service" are included activities causing the improving the quality of the accredited program:

- external evaluation of educational quality educational programs and training of graduates by employers;
- The organization of educational process to meet the requirements of employers, future needs of the world of work; so employers took part in the development of graduate model, within the accredited educational program for employers' proposals were amended in working curricula (table 2);
- Improving the quality of the educational process within the OP;
- Participation in the ranking of the educational program;
- Monitoring the quality of educational systems;
- The introduction in the educational process of the Department of scientific research, as evidenced by the implementation of acts;
- Creation of conditions for the educational process.

The work plan of the faculty "History, Economics and Law" and the department "Economics, accounting and service" activities are included, causing the program to improve the quality of the accredited program:

- external evaluation of educational quality educational programs and training of graduates by employers;
- the organization of educational process to meet the requirements of employers, future needs of the world of work; so employers took part in the development of graduate model, within the accredited educational program for employers' proposals were amended in working curricula (table 2);
- improving the quality of the educational process within the OP;
- participation in the ranking of the educational program;
- monitoring the quality of educational systems;
- the introduction in the educational process of the Department of scientific research, as evidenced by the implementation of acts;
- creation of conditions for the educational process.

Table 2 – The participation of employers in the management of the educational program

Discipline	Type of changes in WC	Employee
Regional development of tourism	Introduction of a new discipline to study the problems and prospects of development of domestic tourism, identifying the main trends in the development of natural, cultural and historical resources, and develop key recommendations for the further development of the region	Kozlova G.N., director of travel agency “Tourist”
Tourists’ formality	Introduction of a new discipline to study issues of compliance tourist formalities and procedures provided for in the implementation of the reception, and dispatch services for tourists	Kozlova G.N., director of tourism agency “Tourist”
Regional development of tourism and introduction in excursion activity	Changing the name of discipline and an increase in the number of loans due to the decrease in the number of loans for the discipline "Excursion"	Kozlova G.N., director of tourism agency “Tourist”
Planning and organizing the tourism business	Increasing the number of loans to provide students with the necessary theoretical and practical skills of conducting tourist business	Karandina E.A., director of LLP «Global tour»
Country-specific studies	Increasing the number of loans to ensure effective regional geographic prepare students	Zhukov A.A., director of LLP «Breez tour»

In addition, other types of involvement of employers in the management of EP "Tourism" are:

- participation in the development of requirements for the qualification and competence of bachelors;
- reviewing training manuals;
- reviewing theses.

Analysis of the survey of employers showed that the most important components of quality employers were the following components of the training of specialists:

- discipline, sense of duty;
- professional skills;
- the level of professional knowledge;
- commitment to professional and personal growth;
- the ability to find compromises to resolve conflicts.

The most highly rated by employers of graduates from the following components:

- discipline, sense of duty;
- communication skills, ability to communicate with people;
- social responsibility for the results of work;
- commitment to professional and personal growth.

Thus, management of the educational program on a specialty 5B090200 "Tourism" at the correct level, but the EP management should pay attention to the development of cooperation with other universities, such as implementing an educational program that will strengthen the training of specialists.

Thus, EEC notes that 14 criteria of this standard have a strong position, 22 criteria - satisfactory, and 1 require improvement.

Strong positions of EP:

- *the consistent of the priorities of the research work realized by the teaching staff of EP to the national politics in the field of tourism and service;*
- *the efficiency operating of the information system and feedback oriented to students, employees and stakeholders;*
- *the use of the Internet to inform, as soon as the efficiency operating of the portal and the site of Internet, which contain all necessary information on planning and the results of EP assessment.*

The following criteria require improving of the EP:

- *the low indicator низкий показатель сотрудничества с другими вузами, реализующими такую же образовательную программу.*

In order to improve the implementation of EP the EEC recommends:

- *to assess possibilities of cooperation with universities of the North Kazakhstan oblast, Kazakhstan as a whole, Russian universities and universities of far abroad implementing the same educational program and to develop a mechanism of interaction with them.*

2. Standard «Specificity of Education Program»

The educational program 5B090200 «Tourism» is aimed at the formation of professional competence of highly skilled workers in the tourism sector, the relevant frameworks of qualifications BSc in services and meets the needs of the labor market.

The educational program provides for the construction of individual educational path, taking into account the personal needs and capabilities of students.

Students form their own IEP for each academic year, choosing a discipline included in QED. Recording is carried out in the discipline in the online mode using the automated system of the AIS "Platon". After selecting disciplines IEP each student is automatically generated in the "Plato". Advice for students choosing individual educational trajectory carried advisors. The distribution of subjects by semesters carried out in a logical sequence, subject to the prerequisites and postrequisites.

The administration of the EP provides equal opportunity to study, including, regardless of the language of instruction on the formation of individual educational program.

There is a system for monitoring the progress of students in the educational trajectory and achievement of students. Advisors form a portfolio on students consult. During the year monitored for attendance and academic performance of students. In the first and second boundary control held talks with underachieving students and their parents. Final control conducts an independent examiner. Upon receipt of studying in final control assessment "unsatisfactory" final assessment on discipline is not counted. A student who does not agree with the assessment of the examination, it can appeal. Appeals are specially created commission of highly qualified teachers of the department. Table 3 shows the characteristics of students' progress of the EP:

Table 3 The results of students' progress on EP 5B090200 Tourism

Years	Absolute progress											
	2012-2013 academic year				2013-2014 academic year				2014-2015 academic year			
	Autumnal semester		Spring semester		Autumnal semester		Spring semester		Autumnal semester		Spring semester	
	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade
Full-time												
1 year	100	90	84	87	100	92	100	87	100	70	100	71
2 year	100	80	100	80	100	85	100	89	100	85	100	85
3 year	100	85	100	88	100	75	100	80	100	85	100	85
4 year	100	88	100	89	100	85	100	80	100	73	100	92
Total	100	86	96	86	100	84	100	84	100	78	100	79

Data of the table show a significant drop in the average score of students for 3 years (from 86 points in 2012/13 till 78 points in the 2014/15), which is most likely due to the low level of students.

The administration of the EP creates a mechanism to monitor the satisfaction of students of the university in general and the individual services in particular, the functioning of the system feedback, which includes rapid provision of information on the evaluation of students' knowledge.

There is an annual review of the content of curricula and training programs to reflect changes in the market, the wishes of students and teachers, taking into account the views of employers and stakeholders. According to the graduate's model of the educational program that includes knowledge, skills, competencies and personal qualities.

In the development and management of the educational program involves academics and employers (typically employers' representatives - Kozlov G.N. - director of travel agency "Tourist "; Karandina E.A. - director of LLP «Global tour»; Zhukov A.A. - director of LLP «Breez tour»). Employers are invited to meetings of the department, which discusses the formation of the catalog of elective subjects.

According to the recommendations of employers in the curriculum for 5B090200 "Tourism" were amended as follows:

- the subject "Regional development of tourism", "Tourist formalities" were included;
- it was supplemented by the name of, and increased the number of credits on the subject "Regional development of tourism and the introduction of a sightseeing activity";
- the number of credits on "Planning and organization of tourist business", "Country" was increased.

The assessment of the quality of educational programs is based on the analysis of the curriculum, the catalog of elective disciplines EMCD, questioning of students, faculty, visiting of classes.

In the educational process of EP 5B060900 "Tourism" it's used various degree of independence and activity cognitive activity teaching methods, in the form of business and role-

playing games, training simulations, discussions, brainstorming, case assignments, registration of a slide show. It's used no simulation and simulation technology of active learning. Teachers successfully practiced presentations of training courses using interactive whiteboards, multimedia projectors and video equipment to use in the classroom. As part of EP teachers use techniques such as cinquain, group work on discipline "Promotional activities in the tourism business", "Fundamentals of tourism", "Geography of tourism in Kazakhstan" and others.

Monitoring the influence of innovation in the learning process to learning outcomes is carried out at different levels. At the department: through visiting classes of each other, discussions on methodological seminars. At the university: through visiting master-classes organized by EMS of NKSU, professional development of teachers in courses, trainings.

All this contributes to the development of professional competencies of the students based on their individual characteristics.

EP 5B090200 "Tourism" includes the study of basic and majors, which are based on the latest achievements of science, engineering and technology management.

At the organization of the IWS on EP 5B060900 "Tourism" teachers take into account the implementation of basic principles: independence, an integrated approach, a creative orientation, professional orientation, student-centered approach, the limited time budget student.

The teaching staff introduces the results of research in the educational process. The motivation for the implementation of research results in the educational process is the need to bring the system of higher education to scientific problems of the department.

The results of research under the guidance of the teaching staff of the department on the topic "Study the tourism potential of the area Kyzylzhar" A.R.Koch, "The problems of the development of tourism in the North Kazakhstan region" Grigin K.A., "Water Resources of the North Kazakhstan region and the use of tourist activity" Statsenko A.V. enhanced the content of the course "Regional Tourism Development"; the works on the topic "The recreational evaluation of natural resources of the North Kazakhstan region" Mukhamedzhanova A.B., "Prospects for the development of cultural tourism based on the cultural and historical monuments of the North Kazakhstan region" Yakutina M.N. enhanced the content of the course "Recreational tourism".

Information collected by the student Mal'tseva D.S. in diploma designing on the theme "Research and evaluation of museums in terms of tourism development of the North Kazakhstan region" has significantly complement the course content "Museology", and information on diploma research "Features of the tour operator business" (for example Schengen Union and the Republic of Kazakhstan) of Yudakova E.V. allows adding the content of the discipline "Tourist formalities"

There is a balance between the theoretical and practice-oriented disciplines, the name and content of the disciplines corresponds to the specialty.

The production practice is carried out in the facilities of a tourist destination in order to acquire practical knowledge and acquaintance with the structure of the enterprise, as well as the basic processes and advanced technologies of the tourist business. Thus, the contracts have been concluded with LLP «Eurasia-IN», LLP "Salem tour", LLP «Urpaq-tour», SP Grom S.V., LLP "Tourist", recreation center "Abakshino" IP Dmitrienko V.G., LLP «Global tur», SE "Management of business and tourism of the NKO", JSC tourism company "Transvoyazh".

Thus, EEC notes that 16 criteria of this standard have a strong position, 15 criteria - satisfactory, and 2 require improvement.

Strong positions of EP:

- clear orientation of EP on the graduate's model, formation of practical skills of students, the individualization of learning through the integration of research, educational work, study and production practice;

- the mobility of development and management of EP with the participation of different categories of stakeholders;
- development, transparency and dynamic of the assessment system of students' results;
- providing an opportunity for students to pass the practice on the specialty, regular monitoring of satisfaction of students and employers - managers of practice places;
- ensuring the development and efficient implementation of active learning methods and innovative methods of teaching disciplines within the EP.

The following criteria require improving of the EP:

- there is no joint educational programs with foreign universities, the involvement of Kazakhstan research organizations in the educational process is not confirmed;
- the harmonization of the content of the educational program is not presented with the same educational programs of leading foreign and Kazakhstan universities.

In order to improve the implementation of EP the EEC recommends:

- to activate the formation of joint educational programs with foreign and Kazakhstan universities; in this context, to consider the development of multilingual programs in EP, to carry out the practice of guest lectures;
- to involve wider Kazakhstan research organizations in the educational process;
- to harmonize the content of the accredited educational program with EP foreign and Kazakhstan universities.

3. Standard «Faculty and Teaching Efficiency»

Indicators on the qualitative and quantitative composition of the teaching staff confirm the presence of human capacity required for the full range of accredited EPs.

On EP 5B090200 Tourism the educational process is provided by 20 teachers, there is 1 Doctor of science, 10 Candidates of science. The percentage of the teaching staff with academic degrees and titles is 55 %.

All teachers have specialized basic education, corresponding to profile of disciplines. Lecturing allowed leading teachers who have sufficient experience of scientific and pedagogical and practical activities. Professional experience and skill level PPP to work closely with organizations working in the field of tourism, allow building up the quality of educational programs and organizing educational process. The site has information about university personnel potential, EP providing this specialty.

Selection of teaching staff is carried out on the basis of the Rules of competitive replacement of posts of teaching staff in accordance with the requirements of the job descriptions, which are regulated by the QMS 2.03-2007.

As part of EP 5B090200 "Tourism" it's practiced involvement of the leading specialists in the field of economic geography, the tourist industry to the implementation of EP, namely to speak at scientific seminars, as reviewers and the Chairpersons of SAC:

- Erdavletova S.R., Doctor in Geography, Professor of al-Farabi KazNU;
- Kozlova G.N. director of LLP "Tourist";
- Martynenko I.V., the Head of the department of Tourism development of the Administrative of physical education and tourism of the NKO;
- Khvan M.U., Professor, Honored Trainer of the USSR, Honored Culture and Art Worker of Kazakhstan;
- Kamaletdinov V.G, the vice-rector of Uralsk state academy of physical education, the full member of the international academy of nature and society science, Professor.

The university provides the professional development of teachers at other universities and organizations in Kazakhstan. In order to develop the skills of innovation and application of information technology in the educational process teachers are sent to training courses in

NTSPK "Orleu" (Almaty). Kiryushchenko E.V. has participated in courses at the Republican level in 2014/2015 academic year.

One example of the policy of the University to attract specialists is to prepare scientific-pedagogical personnel through graduate school. In 2012-2013 Yu.V. Kuzmenko has defended master's thesis on "Training future managers in the field of tourism at the university on the basis of information and communication technologies", OSPU (Omsk), specialty "Pedagogy".

The work of the teaching staff is planned in accordance with PRO NKSU 704-14 "Planning the learning process" and PP NKSU 02 "Regulations on the norms for calculating the volume of educational work carried out by the faculty of the NKSU named after M.Kozybayev". The average annual load of the teaching staff is approved by the Academic Council of the university. In the 2014/2015 academic year it was 750 hours in the bachelor's degree.

The structure of the teaching staff load is defined in individual terms, and includes educational, methodical, organizational-methodical, scientific-research, educational, social work, work on interaction with the external environment, as well as training. Individual plan formed himself as a teacher in IACUM "Electronic administration" separately for each occupied rate (full, partial-mix).

Individual plans of the teaching staff are considered at faculty meetings, agreed with the head of the department, dean of the faculty and approved by the electronic system of administration provost of SD.

Each teacher at the end of odd semester and at the end of the semester even records in the system of administration of the electronic information on the actual implementation of the individual plan and evidence of its implementation. At the end of the school year the teacher generates a report on the work and performance of the individual plan. Reports of teachers on the implementation of individual plans are heard at a meeting of the department at the end of each academic period. Conclusion of the work of the teacher of the department is recorded in the minutes of the meetings of the department and its individual plans.

The University monitors the activities of the teaching staff, a comprehensive assessment of the quality of teaching. The university set clear criteria for evaluating the teaching staff. The evaluation of the teaching staff's competence through organization systematic surveys of students, which allows carrying out for constant and continuous control and evaluation of teaching effectiveness. Assessment of competence of teachers and evaluation of the quality of teaching is carried out at meetings of the department, faculty each semester.

Mechanisms to promote the professional and personal development of faculty and staff are rating system PPP at summarizing each semester.

At the moment, the implementation of EP 5B090200 "Tourism" the following technologies and innovative approaches are used:

- information-analytical complex of educational process management "Electronic administration", which is a set of information systems that accompany the entire cycle of the learning process - from the formation of a contingent to the final assessment of students;
- the system testing network WEB-test, based on the use of Internet technology and is designed to assess students' knowledge testing method;
- distance learning system eLearningNKZU;
- electronic library of the University, the content of which contains educational materials in all subjects and educational programs;
- information systems and resources of the library complex (site of scientific library, resource abstracts of master's theses, the search engine snow leopard, a resource with rare books, access to the Republican Interuniversity Electronic Library).

Availability of innovative methods in the structure of the training courses is a prerequisite for approval EMCD on educational boards and commissions.

A successful experience of the introduction of innovative teaching methods is accumulated in the educational process. For example, by the senior teacher Kuzmenko Yu.V. on the subject "Historical and cultural monuments of the region" and "Fundamentals of local history work". It uses a method of acquisition of a portfolio of students on specific topics. The method of "portfolio" is a pedagogical technology collection and systematization of the educational information with in-depth approach to learning that is created using Internet technologies, contributing to the achievement of educational goals and program goals, which are produced in the process of ICT skills and the use of multimedia tools. Students in this case, given the task of collecting information on a particular topic, each student is given a plan for collecting information and basic rules and requirements for the portfolio. Student performance folder suggest obtaining the relevant knowledge and skills to work with ICT, scientific articles and literature and to select the necessary educational information; the ability to process information and apply knowledge in practice (during the examination); ability to apply practical knowledge of multimedia.

Great opportunities for individual-centered learning contain the tasks for independent work of the student, allowing students to self-select and structure the material, think through the logic of its presentation, including - preparation of presentations (Aitbaeva A.U., Kuzmenko Yu.V., Candidate in Biology Linnik M.A., Candidate in Economics Kopylova O.V.), construction of tour routes and development of excursion materials – a guide bag (Kiryushchenko E.V., Kuzmenko Yu.V.), preparation and protection of essays (Aitbaeva A.U., Candidate in Economics Kopylova O.V., Ramazanov Sh.Sh.). Some teachers successfully use the methods and techniques of critical thinking of students, among them "cinquain", work in small groups, "expert groups". These techniques are used by teachers as Kuzmenko Yu.V. and Kiryushchenko E.V. while organizing the practical classes on subjects "Fundamentals tourismology", "Planning and organization of tourist business", "Hospitality", "Methods of research in tourism."

Kuzmenko Yu.V. uses the concept of filling the reception tables in the lectures and IWST. Reception "conceptual table" is especially useful when it is expected the comparison of three or more aspects or issues. This technique is used in the study of "promotional activities in the tourism business" (when comparing different types of advertising, different types of stands, used in exhibitions); "Historical and cultural monuments of the region" (when compared to the activity of museums of North Kazakhstan region), "State regulation of tourist activity" (by comparing the structure of tourism policy around the world). This method makes it possible to better comparative analysis of the (if necessary to consider each of the studied processes, objects or phenomena in more detail) or a comprehensive assessment (in the case where these processes, objects, events or developments are studied as components of a single problem, event, object, process or phenomenon).

In general, the teaching staff providing the training in the accredited specialty is high professional, scientific and pedagogical level that corresponds to the full extent of the goals and objectives in the framework of vocational training and educational programs specialty. University supports young teachers through the provision of hostels, financial assistance and other forms of social assistance aimed at scientific training at the expense of the university, rewarding initiative and creative young teachers. The university monitors satisfaction of the teaching staff with the working conditions, the quality of training of students and the educational infrastructure. The results of the survey of PPP conducted in period of WEC, showed:

- almost 100% of the teaching staff have confirmed a reflection of the mission and strategy of the university in the educational programs;
- satisfaction of the teaching staff of the content of educational programs - 92.6%;
- satisfaction of the teaching staff methodological and scientific base of the university - 100%;

- the availability of guidelines for teaching staff of the university confirmed - 92.6%;
- involvement of teaching staff in decision-making and strategic management confirmed - 92.6%.

The teaching staff in the field of specialization of the accredited programs is involved in the scientific and practical activities in the priority area of research within the framework of EP 5B090200 "Tourism", "Promising areas of the tourism industry of the North Kazakhstan region", annually participates in international and national scientific conferences, held in the Republic of Kazakhstan. However, there is the negative dynamics in the number of published works.

Table 4 – Information on the teaching staff research work of 5B090200 «Tourism»

Name	2012-2013 academic year	2013-2014 academic year	2014-2015 academic year
research work of teachers in thousand tenge	-	-	-
published monographs, books and teaching aids (number)	-	-	-
articles			
- in the international editions	6	4	2
- in the republican editions (number)	10	10	5
Participation in conferences, symposiums, seminars			
- international	6	4	2
- republican	10	9	2
- interuniversities (number)	1	1	3
Publication of articles in the high ratings editions (number)	-	-	-

Thus, the personal potential of the teaching staff in 5B090200 "Tourism" is able to ensure the strategic development of the educational program, but at the same time it should be noted a small participation of foreign scientists in the implementation of EP, the lack of academic mobility of teachers, falling the research work of the teaching staff within the analyzed period.

Thus, EEC notes that 6 criteria of this standard have a strong position, 14 criteria - satisfactory, and 1 require improvement.

Strong positions of EP:

- availability of managers and transparency of personnel procedures;
- actively participation of the teaching staff in the life of the region.

The following criteria require improving of the EP:

- there is no academic mobility of the teaching staff, poorly involvement of the best foreign teachers in the educational process, no realization of joint researches on the EP.

In order to improve the implementation of EP the EEC recommends:

- to involve systematically the best foreign teachers for the EP realization;
- to develop cooperation with domestic and foreign partner universities for horizontal and vertical mobility of the teaching staff, for this purpose to ensure the development of multilingual competence of the teaching staff of the accredited EP, including certification of knowledge.

4. Standard «Students»

A contingent of students is formed by receiving of the best prepared students to learn at the university, consciously chosen profession, received the required number of points according to the results of UNT, graduates of secondary schools on the basis of state order (grants) and on a commercial basis.

Table 5 – The contingent of students of the accredited program

Academic year	Study form	AI students	Learning on the grant	Learning on a paid basis	Learning in Kazakh language
5B090200 Tourism					
2012/2013	Full-time	74	17	57	2
	Part-time	-	-	-	-
	Total	74	17	57	2
2013/2014	Full-time	45	9	36	3
	Part-time	-	-	-	-
	Total	45	9	36	3
2014/2015	Full-time	35	9	26	3
	Part-time	-	-	-	-
	Total	35	9	26	3

An analysis of the number of students at EP 5B090200 "Tourism" shows a marked decrease in the number of students since 2012-2013 academic year (39.2%), it's continued in 2013-2014 academic year (22.2%), for the following reasons:

- a sharp decline of the number of secondary schools' leavers;
- the high cost of tuition at the university, compared with other universities of Kazakhstan;
- reduced solvency of the population;
- uneven distribution of state educational grants between universities of Kazakhstan;
- leaving school leavers in the border towns (Omsk, Novosibirsk, Tyumen, etc.) to study at universities in the government grants of Russia.

Career guidance of the university is based on the approved plans of career guidance of the university, deans' rooms and departments and it's coordinated by the department of admission, practices and employment. In addition to the general university career guidance activities and dissemination of information on the conditions and directions of acceptance of applicants through the media, printed materials and others teachers of the department together with students on-site visit the schools of the city, nearby villages and regions. A memo is published and spread with brief information about the list of documents, timing of the reception at all stages for school leavers of the current year and taking the CTA. Annually a booklet "Entrant" is published, which contains information on specialties of NKSU named after M. Kozybayev and a list of documents with a time frame. The university trial testing is held for graduates of the nearby areas of the NKO, organized trips to the regions to meet 9-11 grades pupils. Graduates of the surrounding areas are invited to the Open Day at the University. Every year from March it's organized a duty of the technical secretaries, the responsible secretary of the selection committee on the hotline "Entrant".

According to the regional radio and TV ads and systematically transferred to an interview with the University to explain the rules of the competition, the peculiarities of formation of the student body. In the television program of "Parasat" NKSU, translated in Kazakh and Russian languages on regional TV, a weekly transfer out of university faculties, specialties, leading teachers. The programs of the studio "Parasat" highlights the work of the University for the organization and conduct of a single national testing, acceptance of documents for the

competition, complex testing. The representatives of the regional media and the studios "Parasat" meet with representatives of the MES of the RK, their interview broadcast on regional television.

Among the forms of career guidance with the applicants we note the usefulness of the quiz among pupils ("Tourism in Kazakhstan on my eyes"), excursions holding by graduates of EP 5B090200 "Tourism" with pupils at NKSU named after M. Kozybayev.

The university estimates the correspondence between the admission process and the subsequent progress of students as a result of examinations, the analysis of the adaptation period of students.

From the first day at the university deans of the faculty and advisors carry out meetings with the first year students to adapt them, during which they get as help the guide-book containing comprehensive information about the university and the educational process. The guide-book is also available in electronic form on the official website (www.nkzu.kz). The preventive actions are taken in order to avoid the possible problems with the students of the University. According to the Quality Management System, implemented at the University, which is part of information for the analysis of non-compliance and the development of preventive actions are the results of internal audits, the results of evaluation of training activities, and regulations governing government and industry documents, evaluation of customer satisfaction.

On the basis of incoming information discrepancies are revealed in the educational process and analyze their causes. Advisers of groups play the important role in it. The work of advisors assumes a personal form of educational methods (discussions, lectures, meetings with authoritative experts, with the best teachers, etc.). In order to prevent possible problems with students it's taken preventive actions at different levels: the department, the faculty, the university.

Educational portal, "Electronic administration" Electronic library are functioning in order to ensure transparency and accessibility of the educational process, where students can see the results of the evaluation of training activities, regulations and regulatory documents to get acquainted with EMCD, lecture notes, etc., as well as have the ability to reverse connection.

Students are actively involved in the management of educational programs. The collegiate bodies of the university necessarily included students and representatives of the student government. The Board of Trustees includes the chairman of the student union committee NKSU named after M. Kozybayev. A full-fledged member of the academic staff is the chairman of the Youth Committee and the chairman of the student union committee. In the framework of the CDM and its individual sectors, as part of the curatorial hours, students are able to study and analyze the learning process, the solution of conflicts between teachers and students, organizing seminars on topical issues of the educational process. Weekly meeting of the chiefs of educational groups give students the opportunity to make recommendations and comments on the educational process directly to the dean of the faculty. At the faculty the student of EP 5B090200 "Tourism" Tyrtyshtny M.V. (T-10) was the chairman of the Student Council of the University, the student Maltsev D.S. (T-10) was the chairman of the trade union committee of students of the faculty. They also served on the board of the faculty. Within the framework of the CDM round tables and meetings on issues of student government and interaction with community youth associations of the city, the leaders of the youth resource center RMS. Regularly students participate in meetings with the heads of the regional branch of the party Nur Otan "Bolashak", during the meetings the students acquainted with the implemented youth project ("With diploma to the village", "Youth Practice", "Youth personnel reserve", "Zhasyl el", "Labour student's groups" and others.).

In order to develop and maintain academic mobility the university established a center of academic mobility and international relations (CAMandIR). Center regularly conducts individual and group counseling on academic mobility. The database of specialties of bachelor,

master and doctor's degrees of partner universities, as well as the database of national and international scholarship programs are created and available to students. The staff of the center place information about the programs of academic mobility on the home page of the official website of the university in order to promptly inform students and teachers.

The students are participants of the annual research activities of the department: round tables and scientific conferences dedicated to the World Tourism Day, the International Day of Monuments and Sites; scientific conferences of graduate students within t of "Days of Science".

Every year students of specialty 5b090200 "Tourism" take part in the Republican contest NIRS. Subjects submitted to the contest works is quite varied, for example: "Development of virtual tours" Petropavlovsk - the northern gate of Kazakhstan "Popova E.V. (2014); "Natural-recreational resources of Kazakhstan" Arhabay N.N. (2014); "Prospects of gastronomic tourism in the Republic of Kazakhstan and the drafting of a gastronomic tour" Baikadamova A.M. (2013); "The specifics of human needs at different stages of the life cycle of tourist products" Pustakinoy M.M. (2012); "The impact of national customs and traditions in tourism" Zhezhera Yu.S. (2011); "Cognitive tourism in Orthodox churches Peter and Paul Fortress" Fedorenko K.S. (2011); "Development perspectives of the ecological tourism of the Republic of Kazakhstan" Askarova J.M. (2011).

According to the results of the Republican contest among young economists "Jas sarapshy - 2014" student Popova E.V. with scientific work "Service economy - promising directions and key actions for the development of the service sector in Kazakhstan" took the 3rd place. In the competition among young people, organized by the public association "The United Children and Youth Organization "Jas Ulan" attended the students Zhambulát A.B. with the development of the tour route at Petropavlovsk "North Star Kazakhstan eyes of the young", where he took the 2nd place (2014).

Students of EP 5B090200 "Tourism" took part in an international design competition on the theme "Development of tourism in the modern world: history and prospects", organized by the Academy of Tourism in Antalya. For example, certificates of participants are students: Opanova S.K. (2014), N. Zharkov (2015), A.J.Serikova (2015), Popova E.V. (2015). Also in 2015, students took part in the international competition for the best project "Development of tourism in my country", organized by the Asian International College of Tourism in Antalya, where the student Nurgazina A.B. He received a certificate of participation, and Baikadamova A.M. He received the III degree diploma.

As part of EP 5B090200 "Tourism" for the period 2012-2015 students' research papers were published in collections of regional and international conferences organized by the NKSU named after M. Kozybayev and other universities of the Republic of Kazakhstan, as well as in the collections of foreign international scientific conferences. For foreign publications include work of the student Baikadamova A.M. in collaboration with the senior teacher Kuzmenko Yu.V. "Tourist use of specially protected natural areas", published in the V International scientific and practical conference "Ecological and economic efficiency of nature at the present stage of development of the West Siberian region," QSPU (Omsk, Russia).

In 2014, students took part:

- in the cup of Kazakhstan on the decision of the business case «Challengence-Cup Almaty 2014" (team of 3-year students of EP 5B090200 "Tourism");

- in the national training workshop "Foresight as an effective tool for forecasting" (Association of "Bolashak", Astana) - E. Popova (student of the group T-12);

- in educational courses on modules: "A new paradigm and strategy for the development of TVE" (36 hrs.), "Fundamentals of professional pedagogy and psychology" (72 hrs.), "Professional ICT Competence" (36 hrs.). (07/08/14 g - 08/15/14 g), "Modern approaches of the organization of the professional training" (72 hrs.) (04-15.08.14), organized the NAO "Holding" Kasipker", Astana (Baikadamova A., a student of the group T-11).

Every year the university carries out job fairs, invites business leaders to further work on employment. On the accredited specialty graduates' employment is 93%.

Table 6 - Information on employment of graduates of 5B090200 Tourism

(in percentage)			
Graduates, learning on	2013	2014	2015
state educational grant	100	100	100
country quota	-	-	-
on a paid basis	100	93	25
Total	100	93	45

Students and teachers take an active part in all events organized by the university (an open day, the day of knowledge, competitions KVN, dedication to the students, the holidays "New Year", "Nauryz", meetings with famous personalities, sports competitions, month on crime prevention, prevention of AIDS and drug addiction). For a complete recreation of students functioning creative circles, clubs and associations of interest.

In order to improve the quality of the educational process is carried out internal monitoring of satisfaction with the quality of work by students of the university. Within the consumer monitor on a scheduled basis are regularly conducted survey of different groups of students: the annual survey of graduate students focus groups, targeted surveys, assessment of student educational activities of the teaching staff.

In 2014 the assessment of the quality of educational services through questionnaires graduates of EP 5B090200 "Tourism" was conducted in 4 areas: the learning environment; the quality of the educational process; quality of learning outcomes; satisfactory quality of services offered by the faculty. The questionnaire consisted of 28 questions. Evaluation of the analyzed parameters was carried out on a scale, which is the maximum rate - 5 points. Total participated in the survey 11 graduates of EP 5B090200 "Tourism".

Many of graduates responded to the question "Why are you pursuing higher education?" "To ensure high financial reward of future work", and that "Higher education is the norm of our time" (72.73%, 45.45%). When choosing the specialty graduates were guided mainly by two factors - "I liked a specialty more than the others" and "it is my vocation" (90.91%, 9.01%). The majority of respondents expect from training in line with the real life of the university.

Assessment of the quality of educational services was carried out on 15 indicators, among which are: the quality of teaching of mandatory, basic and special disciplines, leadership diploma and course work organization practices, the objectivity of knowledge, the interest of teachers in the final result of the training, the level of teachers of innovative teaching methods, link the educational process with practical activities in the specialty, the quality of advisors, and others. The average score for the analyzed parameters was 4.47, indicating good quality assessment of educational services by the graduates. Analysis of the questionnaires showed that most of the assessed quality of services provided by the University as "excellent", "good" - 79%.

Training conditions were evaluated on the following criteria: availability of instructional literature, provision of laboratory equipment, devices and visual materials, technical equipment of the university, the state of classroom fund. Average of maximum 5 - 4.32 points.

The quality of learning outcomes assessed by three factors: the level of theoretical knowledge; the level of acquired skills; matching the level of training in general, the modern requirements of the labor market. Average score of 4.54 points.

Also, graduates assess the level of involvement in student organizations, student scientific activity. A positive assessment was given only 40% of graduates, the rest believe that the university is not fully involved in their student organizations and student research activities. To the question "Are you going after graduation to work in their specialty," 54.55% of

graduates responded positively. Further cooperation with the university graduates celebrate possible (54.55%). At the same time, and prioritize the most interesting area of cooperation with the university "study a Masters" (45.45%), "training" (45.45%).

The student replied to the question "What is in your opinion, could help to improve the quality of educational services provided by the university?" "The opening of magistracy on a specialty "Tourism" (54.55%).

Analysis of the survey of graduates suggests that the quality of educational services provided by EP 5B090200 "Tourism" is good. The results of the survey of students conducted in the framework of the visit EEC show that:

- satisfaction with the training levels of availability and responsiveness of the university management - 87.6%;
- satisfaction with the quality of teaching of students - 91.9%;
- satisfaction with the adequacy of assessment - 92%;
- satisfaction of students access to health services - 94.6%;
- satisfaction of students availability of library resources - 97.3%;
- satisfaction of students providing students dormitories - 87.8%.

This indicates a high level of satisfaction with the organization of the educational process of students in high school.

It may be noted in the university and the existing good practices to support gifted children. This is reflected in the allocation of the most talented students of the annual grant of Manasha Kozybayev, the grant of the rector. However, it noted some shortcomings in the organization of educational process on EP 5B090200 "Tourism": as part of the course students are not given the opportunity for professional certification in the field of specialization (preferably trained to work in the program of Amadeus and other reservation systems), does not practice external and internal academic mobility students and faculty.

Thus, EEC notes that 3 criteria of this standard have a strong position, 9 criteria - satisfactory, and 3 require improvement.

Strong positions of EP:

- *high quality of graduates' training, their skills and civic qualities celebrated by employers, the demand for them in the labor market is 93%;*
- *high activity of students in the public life of the University, the city and the region.*

The following criteria require improving of the EP:

- *not organized students' professional certification through the appropriate organizations and professional associations;*
- *not shown the possibility of internal and external mobility of students;*
- *not developed a mechanism of academic mobility of teaching staff, including the lack of academic exchanges of teaching staff.*

In order to improve the implementation of EP the EEC recommends:

- *to train students to work in the program Amadeus and/or others with professional certification through the appropriate organizations and professional associations;*
- *to strengthen the work of the university to ensure the international academic mobility of students and faculty;*
- *to consider the possibility of raising funds for the participation of employers in foreign assistance programs to enhance academic mobility of students and teaching staff in recognized universities.*

5. Standard «Resources Available to Education Program»

During the work the Commission is satisfied in sufficient material and technical base for the support of the educational process of educational programs and the implementation of the mission, goals and objectives of North Kazakhstan State University named after M. Kozybayev. The University has the necessary classroom fund their, own hostel, computer labs, methodical study, educational laboratories, that meet the objectives of the educational program of special departments. The total area of the exploited buildings is 83,965.8 m², including classrooms - 65898.2 m². Teaching and laboratory facilities and classroom fund corresponds to the number of students and implemented educational programs. On a given student contingent of 17.9 m², which corresponds to sanitary norms. Total is involved in the educational process 336 classrooms, of which 136 - the specialized and educational laboratories. All specialized classrooms, according to SES, have a passport, an inventory of equipment and layout chart.

To implement the EP 5B090200 "Tourism" in studying of subjects "History of Kazakhstan", "Kazakhstan model of ethno-confessional consent" specialized in-line audience with interactive multimedia systems are used. The subjects "Country", "Geography of international tourism" are held in the auditorium, where in IWST, consulting widely used wall maps.

Each year, the department applies for the purchase of textbooks in the disciplines implemented by EP. The book fund of educational, methodical and scientific literature on the disciplines of the specialty "Tourism" is 6269 units., including in Kazakh - 565 units. The book fund of per student, taking into account the unit CD is 202.23 units, which corresponds to regulatory of SES of the RK 1080-2012. The part of own teaching publications in the general book fund of the accredited EP is 3%.

Electronic Library is regularly updated electronic versions of textbooks and EMCD. The electronic library includes the following types of materials: the electronic version of the printed UMKD, electronic EMCD for students, workers training program, teaching aid, additional material, demonstration material, methodical complex practice syllabus, lectures, guidance, video tests Self-assessment, a workshop, a standard program, slide films, diary practice SRSP materials, etc. Structured materials on readable disciplines are also available to students in the department, UMKD presented in the library of the university. The website of the University in the "Digital Library" contains links to electronic resources, "the Republican Interuniversity Electronic Library" (RIEL), "Kazakhstan National Electronic Library" (KNEL), "Scientific Library of NKSU", "Books from the Rare Fund", and "DEC Publishing Lan", "NKSU named after M. Kozybayev in the press", "Statistics of NKO" that provide access to full-text publications on scientific and academic areas of the university. Provision of educational literature in electronic library for the EP was 100%.

When placing educational materials in the Digital Library copyrights are respected according to the Law of RK "On Copyright and Related Rights" from 10.06.1996, №6 (the date of the latest edition of 10.07.2012.) Placing teaching materials in the public domain is made according to VND NKSU 48 Requirements for electronic teaching materials and the procedure for placing them in the electronic library. The University is connected to electronic educational resources of the world's leading publishing and printing houses, including ISI WebofKnowledge (company Thomson Reuters), Science Direct, SCOPUS, etc. (access granted NCSTI JSC, Almaty).

Electronic versions of articles published in journals in full-text mode are placed in an electronic repository on the university site (<http://repository.nkzu.kz>).

The university provides a free wireless internet access (Wi-Fi). In the reading room with computers to find educational information posted on the website and internal portal of the university or the Internet. The university has its own website where all the information available on the activities of the university as a whole and separately on specialties. The site has a blog of the rector, where students and staff can write complaints and suggestions.

The university system has been introduced "Electronic administration", where students create their own individual learning plans and can trace their academic achievements. In a private office each student has a profile, where they can evaluate the activities of teachers carrying out discipline. Access to the system is free.

Support educational programs ICT carried out in two directions: the use of ICT in the management of educational programs and their monitoring; use of ICT in the teaching of specific subjects. Information portal of the university is periodically updated. The website contains detailed information on the PPP for all accredited programs. Portfolio teacher is updated in real-time from the system "Electronic rector" and includes personnel information, a list of publications, courses and presentations of training courses for each full-time teacher. Since 2013, teachers place their articles in full-text mode.

Full and objective information about the activities and specific educational programs is available at the university in "Bachelor" and on the page "Educational bachelor's degree programs". The university has services providing comprehensive needs of students: dormitory, dining room, clinic, training complex with a swimming pool, etc. The student polyclinic reception are complimentary therapist and other professionals, there is a psychological service. Every year, students of the university are free comprehensive medical examination and routine vaccination.

Thus, EEC notes that 11 criteria of this standard have a strong position, 20 criteria - satisfactory.

Strong positions of EP:

- availability of sufficient material and technical base and infrastructure for the implementation of EP;
- the use of information networks to inform the public, availability of relevant information about teachers on the website of the university;
- the wide availability of information resources for teachers and students, free Wi-Fi access in the university.

Recommendations for improvement EP from the first cluster of the North Kazakhstan State University named after M. Kozybayev on 5B090200 "Tourism"

1. to assess possibilities of cooperation with universities of the North Kazakhstan oblast, Kazakhstan as a whole, Russian universities and universities of far abroad implementing the same educational program and to develop a mechanism of interaction with them;
2. to activate the formation of joint educational programs with foreign and Kazakhstan universities; in this context, to consider the development of multilingual programs in EP, to carry out the practice of guest lectures;
3. to involve wider Kazakhstan research organizations in the educational process;
4. to harmonize the content of the accredited educational program with EP foreign and Kazakhstan universities;
5. to involve systematically the best foreign teachers for the EP realization;
6. to develop cooperation with domestic and foreign partner universities for horizontal and vertical mobility of the teaching staff, for this purpose to ensure the development of

multilingual competence of the teaching staff of the accredited EP, including certification of knowledge;

7. to train students to work in the program Amadeus and/or others with professional certification through the appropriate organizations and professional associations;

8. to strengthen the work of the university to ensure the international academic mobility of students and faculty;

9. to consider the possibility of raising funds for the participation of employers in foreign assistance programs to enhance academic mobility of students and teaching staff in recognized universities.

RECOMMENDATIONS FOR THE ACCREDITATION COUNCIL

The members of the external expert committee came to a unanimous opinion that the educational program 5B090200 Tourism implemented by the North-Kazakhstan State University named after M. Kozybaev can be accredited for 5 years.

Independent Agency for Accreditation and Rating
Independent Agency for Accreditation and Rating