

**APPROVED**  
**at a meeting of the**  
**Scientific Council**  
**NJSC «Al-Farabi KazNU».**  
**Minutes No.10 dated**  
**May 13, 2023.**

**The program of the entrance exam for applicants to the PhD**  
**for the group of educational programs**  
**D143 – «Tourism»**

**1. General provisions.**

1. The program was drawn up in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 “On Approval of the Model Rules for Admission to Education in Educational Organizations Implementing Educational Programs of Higher and Postgraduate Education” (hereinafter referred to as the Model Rules).

2. The entrance exam for doctoral studies consists of writing an essay, passing a test for readiness for doctoral studies (hereinafter referred to as TRDS), an exam in the profile of a group of educational programs and an interview.

<b>Block</b>	<b>Points</b>
1. Essay	10
2. Test for readiness for doctoral studies	30
3. Exam according to the profile of the group of the educational program	40
4. Interview	20
Total admission score	100/75

3. The duration of the entrance exam is 4 hours, during which the applicant writes an essay, passes a test for readiness for doctoral studies, and answers an electronic examination. The interview is conducted on the basis of the university before the entrance exam.

**2. Procedure for the entrance examination.**

1. Applicants for doctoral studies in the group of educational programs D143 – «Tourism» write a problematic / thematic essay. The volume of the essay is at least 250-300 words.

2. The electronic examination card consists of 3 questions.

## **List of exam topics**

### **Discipline 1. «Theoretical and methodological problems of the tourism industry»**

#### **Topic 1. «Fundamentals of studying theoretical and methodological problems of the tourism industry»**

The role of theories in scientific research: concept, types, meaning. Historical types and objectives of the methodology of scientific research. Theory and methodology of scientific research on the problems of the tourism industry as a set of hypotheses, methods and procedures of scientific activity. Problems of globalization and statistics in tourism.

#### **Topic 2. «Scientific foundations of the study of theoretical and methodological problems of the tourism industry»**

Stages of development of world tourism in connection with the evolution of scientific ideas and scientific and technological progress (STP). The history of the development of scientific ideas about the world tourism industry. Definition of “tourism industry” in the view of scientists from different countries and the evolution of scientific ideas about the tourism industry.

#### **Topic 3. «Geography of tourism and recreational geography as a basis for studying theoretical and methodological problems of the tourism industry»**

Conceptual and terminological confusion as a theoretical and methodological problem of the tourism industry. The role and place of innovations in the theoretical and methodological problems of the tourism industry. Training of specialists as a theoretical and methodological problem of the tourism industry. Theoretical and methodological problems of modeling and forecasting the future of the tourism industry. The specifics of the study of theoretical and methodological problems of the tourism industry at the intersection of sciences.

#### **Topic 4. «Scientific foundations of the study of theoretical and methodological problems of the tourism industry»**

Science studies as an interdisciplinary field of research of theoretical and methodological problems of the tourism industry. Scientific approaches to the study of theoretical and methodological problems of the tourism industry. Typology, classification and zoning as a scientometric basis for studying theoretical and methodological problems of the tourism industry. Cartography, geoinformatics and GIS as scientific tools for studying theoretical and methodological problems of the tourism industry. A systematic paradigm in the study of theoretical and methodological problems of the tourism industry.

#### **Topic 5. «Overview of theoretical and methodological problems of the tourism industry»**

Conceptual and terminological confusion as a theoretical and methodological problem of the tourism industry. The role and place of innovation in the theoretical and methodological problems of the tourism industry. Training of specialists as a theoretical and methodological problem of the tourism industry. Theoretical and methodological problems of modeling and forecasting the future of the tourism industry. The specifics of the study of theoretical and methodological problems of the tourism industry at the intersection of sciences.

### **Discipline 2. «Methods of teaching tourism in higher education»**

#### **Topic 1. «Fundamentals of didactics and methods of organizing the educational process of higher professional education in the field of tourism»**

Introduction. Fundamentals of didactics. Competence-based approach to learning. The list of competencies of a higher school teacher in the field of tourism.

Pedagogical technologies of teaching in the higher school system. Methods of teaching in higher education. Classification of teaching methods in higher education. Traditional methods of teaching in higher education. Modern innovative technologies of teaching in higher education. Activation of students activities.

**Topic 2. «Forms of education in higher education. Means of education in higher education in the OP “Tourism”»**

The main forms of education in higher education. Methods of preparing and conducting lectures. Methods of preparing and conducting seminars, practical and laboratory classes. Independent work of students and independent work of students under the guidance of a teacher (SRS and SRSP). Research work of students and undergraduates. Organization and practical training. Control. Evaluation of learning outcomes. Classification and use of learning tools.

**Topic 3. «The methodology of drawing up the EMCS and EMCD for the OP “Tourism”»**

The Bologna Declaration and the Bologna Process. Modern higher education in the field of tourism, its structure and main components. The structure of the educational process in the higher school of the Republic of Kazakhstan. Academic policy of the University. Content and educational programs of higher professional education. Educational standards, regulatory documents of the specialty "Tourism" (bachelor's degree, master's degree). Standard and working plans of the OP "Tourism". Catalog of elective disciplines. The structure of the EMCD discipline. The methodology of compiling the EMCD for tourist disciplines.

**Topic 4. «General characteristics of technologies of pedagogical activity»**

Basic definitions of the concept of "pedagogical technology". The history of the formation and introduction of the concept of "pedagogical technology". Classification of pedagogical technologies. The structure of pedagogical technology. The concepts of "technology of training", "method of training", "form of training", "pedagogical methodology".

**Topic 5. «Characteristics of the main innovative learning technologies».**

Organization of group work. Learning in collaboration. Software training. Modular learning technology. Differentiated training. Search and research technologies. Problem-based learning. Case study. Project activities. Discussion in the pedagogical process. Technology of game activity. Technology "Development of critical thinking". Portfolio technology. Pedagogical workshops. Computer technologies. Electronic textbooks. Technologies of distance education. MOOC.

**Discipline 3. «National and regional tourism planning»**

**Topic 1. «Approaches to tourism planning».**

Tourism planning as an integrated system. Sustainable development planning. Long-term and strategic planning. Public participation in planning.

**Topic 2. «Tourism planning process».**

Preparation of research, definition of tasks, study of all elements, analysis and synthesis, development of policy and plan, development of institutional recommendations, implementation and monitoring, elements of a comprehensive tourism development plan.

**Topic 3. «Forms of tourism development».**

Resorts. Urban tourism. Specialized types of tourism and adventure tourism. Other forms of tourism. Selection of places for tourism development objects

**Topic 4. «Strategic aspects and structural planning».**

Development and policy of tourism development. Development of a structural plan. Mitigation of seasonality.

**Topic 5. «Economic, environmental and socio-cultural aspects».**

Measurement of economic impacts. Increased economic benefits. Environmental impacts. Environmental protection measures. Sociocultural influences. Prevention of socio-cultural problems. Environmental impact assessment.

**Topic 6. «Planning of institutional elements».**

Organizational structures in the field of tourism. Human resource planning in the field of tourism. Legislation in the field of tourism. Policies and incentives for investment in the tourism sector.

### **Topic 7. «Planning of the tourist market».**

Defining marketing goals. Development of a marketing strategy. Preparation of an advertising and information program for the promotion of tourism. Organization of tourist information services.

### **Topic 8. «Implementation of the plan and monitoring of results».**

Adoption of the plan and allocation of responsibilities. Development based on step-by-step planning and program allocation. Application of zoning rules and other regulations. Application of building codes and standards. Control and guidance.

### **Topic 9. «Financing of tourism development».**

Funding needs. International sources of financing. Investment strategy in the field of tourism.

## **Discipline 4. «Organization and planning of scientific research in tourism»**

### **Topic 1. «Science in modern society».**

The content of the concept of "science". Modern classification of Sciences. Basic concepts and social functions of modern science. Goals, objectives and principles of the state scientific and technical policy. Organization of scientific activity management. The essence of the concept of "scientific research". Formulate and justify the problem of their own scientific research in the field of tourism. Features of scientific work and ethics of scientific work. Ethics of scientific publications.

### **Topic 2. «Methodology of scientific research organization»**

Planning of research work. Stages of scientific research. The choice of the topic of scientific research, the definition of its purpose and objectives. The concept and role of the problem, the hypothesis. Setting goals and objectives, substantiating the relevance of the research. Object and subject, the information base of the study. The role of information in research (essence, subject manifestation, sources, working with facts). The main methods of searching, processing and storing information, its systematization and analysis. Approaches to the object used in research and the principles that characterize them. Concept, program and plan of research, scientific paradigm. Logical scheme of scientific research. The main forms of research works of students under the educational program "Tourism". Substantiation of the topic of their own scientific research, formulation of a hypothesis, concept and research plan. The language of scientific works. Requirements for the design of scientific papers.

### **Topic 3. «Methods of scientific research».**

Classification of research methods. The specifics of research in tourism. A systematic method of scientific research. Classification of research methods according to the stage of application: identification of problems, information collection, information processing. Substantiation of research methods of own initiative scientific work. Modeling during scientific research. Planning an experiment. Interpretation of experimental data. Interdisciplinary research methods in tourism. Application of tourist statistics data. Presentation of the results of scientific research. Preparation of a scientific publication.

## **Discipline 5. «Structure of the tourist market»**

### **Topic 1. «Model of economic behavior of the consumer in the tourist market»**

The concept of the tourist market, its properties and features. The concept and characteristics of the structure of the tourist market. Socio-economic foundations of the formation of the tourist market. The regularities of the functioning of the tourist market are the main components of the tourist market – objects and subjects of the tourist market. Classification of the tourist market. The essence of the concepts of needs and demand. Features and trends of consumer demand in the tourist market. The main features of tourist consumer demand. The concept of

equilibrium and the supply-demand mechanism. Ways to create a balance of demand. Psychology of tourist demand and supply. Social psychology of peoples and their influence on the formation of tourist consumer demand. Socio-cultural efficiency of tourism.

Factors of formation of consumer demand of the sending country and the receiving country.

### **Topic 2. «Model of economic behavior of the consumer in the tourist market»**

A model of entrepreneurial behavior in the transport sector. Model of entrepreneurial behavior in water transport. Spatial-temporal models of business activity in the sector of tourist transportation by air transport. Features and trends of entrepreneurial behavior in the placement sector. A modern model of entrepreneurial activity in the travel agency sector. Segmentation of the tourist market: the concept of "market segmentation", requirements for the market segment, segmentation methods. Methods of segmentation of the tourist market. Segmentation of the tourist market by psychological and behavioral characteristics. Segmentation of the tourist market by demographic and socio-economic characteristics. Multidimensional segmentation of the tourist market.

### **Topic 3. «Trends in the development of the world tourism market»**

Modern trends in the formation of international tourist flows. The process of globalization of the world tourism market through the development of new tourist areas. The process of globalization of the world tourism market through the accelerated development of intercontinental tourist exchanges. The process of globalization of the world tourism market due to an increase in the number of acquisitions and mergers of tourist enterprises. Concentration of production in the tourism industry. Factors that determine the dynamism and diversity of forms of concentration of the tourist market. The process of integration in tourism. Conclusion of agreements on international cooperation in the field of tourism. Integration and diversification of production in the tourism industry. The essence of TNCs and the forms of their existence. Internationalization of the tourism business. Global computer systems for booking tourist products that stimulate the development of the global tourist market.

## **Discipline 6. «Innovative management in tourism»**

### **Topic 1. «The essence and content of innovative management in tourism».**

The content of the concept of "innovation management". Object, subject, goals, tasks, functions, levels of innovation management in tourism. The specifics of the professional activity of an innovative manager in tourism. The content of the concepts "innovation activity" "innovation", "innovation", "innovation", their relationship. Types and goals of innovation. Classification of innovations.

### **Topic 2. «The concept, essence and stages of the innovation process».**

Forms of organization of the innovation process, their advantages and disadvantages. The essence of the life-cycle concept of innovations. Innovative processes in the promotion and commercialization of tourist products. Classification of concepts and approaches in innovation management. Innovation management system. Features of the functions and methods of innovation management. Objectives of innovation management. The planning process in innovation management. Organization function. Types of communications. Motivation management. Control in innovation management.

### **Topic 3. «Organization of innovative activities in tourism».**

The concept of innovation organization. Organizational forms of innovative development. New organizational forms of innovation activity. Types of innovative marketing. Strategic innovation marketing. Operational innovative marketing. Features of personnel management in the organization of innovative activities. New technologies of social management.

### **Topic 4. «State regulation of innovative activity of the tourism industry».**

The need for state regulation of the innovation sphere. State support and promotion of innovative processes. State Innovation policy. Direct and indirect methods of state regulation of innovation activity. Directions of innovative development of the Republic of Kazakhstan. The

content of the concept of "innovative project". Classification of innovative projects. Expertise of innovative projects. Principles of the analysis of the innovation project. Methods for evaluating the effectiveness of an innovative tourism project. Stages of developing the concept of an innovative tourist project. The main organizational forms of management of innovative tourism projects. Promising innovative projects in tourism.

#### **Topic 5. «Innovation market of the tourism industry».**

The content of the concept of "innovation market". Object and subject structures of the tourism innovation market. The main properties, functions and prerequisites for the formation of the tourism innovation market. License agreement. Types of licenses. Forms of license payments. The concept and essence of the effectiveness of innovative activity of a tourist organization. Factors that determine the effectiveness of innovative activities of a tourist organization. Approaches to assessing the effectiveness of innovative activities of a tourist organization. Factors of the tourist organization's susceptibility to innovations, ways to increase the innovative activity of management and staff.

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