

AGREEMENT
about creation of the Educational, scientific and production complex (ESPC)
«Tourism and hospitality»

Karaganda

02.11.2016 year

1. GENERAL PROVISIONS

Educational, scientific and production complex (ESPC) of the Department of tourism and restaurant business is created as one of the organizational forms of integration of education, science and service enterprises.

ESPC for specialties «Tourism" and "Restaurant and hotel business» has the name «Tourism and hospitality».

As production base the following organizations and the enterprises were defined: tourist firm «Meridian», tourist firm «Travel House», LLP «ABEM «Chaika»», restaurant «Rubin». In the future, to ensure international cooperation, it is necessary to provide for the possibility of including the following partners in the ESPC: hotels «Novotel», «Hungarian King» (Hungary, Szekesfehervar); travel Agency «Sogda tour» (Uzbekistan, Samarkand).

The main advantages of these organizations, which determined their choice as a production base of ESPC, include:

- use of modern and advanced service technologies;
- availability of conditions for the organization of ESPC activities;
- mutual interest in effective cooperation between the University and the enterprises of sphere of services;
- the presence of positive experience of joint work since 2013 on the organization of training and practical training.

The basis of joint work is the «Agreement on the establishment of Educational, scientific and industrial complex» of the Department of tourism and restaurant business, which defines the directions and priorities of joint mutually beneficial cooperation.

In accordance with the agreement, the Department and partners-enterprises that are part of the Educational, scientific and industrial complex «Tourism and hospitality» include support for partnerships in such areas as innovation and research projects, educational and methodological work, scientific activities, career guidance. The implementation of partnership programs will contribute to strengthening the development of tourism and hospitality industry in the Republic of Kazakhstan, in the creation of an innovative society.

Scientific directions of the Tourism and Hospitality Educational-Scientific-Industrial Complex are formed based on the needs of the specialist training profile, taking into account the scientific priorities identified for

The Karaganda Economic University of Kazpotrebsoyuz, the state and prospects for the development of research in the relevant fields of science, staffing, material and financial capabilities of the organization.

2. THE PURPOSE OF CREATION OF EDUCATIONAL, SCIENTIFIC AND INDUSTRIAL COMPLEX

The purpose of the creation of ESPC is to improve the quality of practice-oriented training of specialists in the specialties «Tourism», «Restaurant business and hotel business» and the acquisition of professional competencies by students.

Educational, research and production complex «Tourism and hospitality» works with students, undergraduates in educational, research and production areas.

The work of the Educational and Scientific-Production Complex «Tourism and Hospitality» is headed by the head of the Department of Tourism and Restaurant Business of the Karaganda Economic University.

Educational, research and production complex «Tourism and hospitality» will allow:

- provide training and advanced training for tourism and hospitality industry based on the latest achievements;
- to use the scientific potential of the Department of tourism and restaurant business to solve scientific, socio-economic and scientific-technical problems of tourism and hospitality industry development;
- to use results of joint scientific researches of ESPC in educational process and to involve students and undergraduates to performance of research;
- to expand cooperation with educational institutions and firms of foreign countries in the field of tourism and hospitality industry.

3. TASKS OF EDUCATIONAL, SCIENTIFIC AND INDUSTRIAL COMPLEX

Based on this goal, the Educational, scientific and production complex «Tourism and hospitality» provides for the following tasks:

1. The participation of leading specialists of enterprises that are part of the ESPC in the meetings and seminars held by the department in accordance with the plan and raising the issue of practice-oriented training, the quality of educational programs.

2. Participation in the formation of educational and methodological support for the taught academic disciplines for all types of classes, including the development of educational and methodological complexes of disciplines of educational programs «Tourism», «Restaurant business and hotel business».

3. Participation in the formation of educational and methodological support, including the development and replenishment of situational tasks, handouts and other educational and methodological complexes of the disciplines of the educational programs «Tourism», «Restaurant business and hotel business».

4. Assistance in the rational organization of educational, research and practical work of students; the formation of their necessary competencies and creative abilities.

5. Further training of the teaching staff of the Department of Tourism and Restaurant Management through participation in practical and professional master classes, continuing education courses, internships conducted on the basis of partner enterprises.

6. Reviewing and participation in writing scientific articles, monographs, textbooks, study guides prepared for publication, implementation and use in practice and in the educational process.

7. Coordination of subjects of course, diploma, master and scientific works of students, discussion and making proposals.

8. Review of educational and methodological developments in the disciplines of the educational programs «Tourism», «Restaurant business and hotel business».

9. The participation of leading experts in the management of professional practice, research work of students, term papers, diploma and master's theses.

10. Development of joint research projects, preparation and publication of articles in scientific and practical publications based on the results of joint research work.

11. Participation in scientific and practical conferences and scientific research departments of the department.

12. Holding seminars, conferences, round tables on the problems of tourism, hotel and restaurant business, both on the basis of the university, and at enterprises that are part of the ESPC with the involvement of students.

13. Participation in career guidance among students and employees of enterprises.

14. Assistance in the employment of graduates of the educational programs «Tourism», «Restaurant business and hotel business».

4. DESCRIPTION OF ESPC ACTIVITIES

«TOURISM AND HOSPITALITY»

ON MAIN DIRECTIONS:

Educational direction:

- Involvement of leading practitioners in the organization of the educational process;

- conducting workshops by practitioners in the disciplines of educational programs («Touring», «Fundamentals of entrepreneurial activity in tourism», «Organization and planning of restaurant business and hotel business», «Organization of services at hospitality industry enterprises», etc.);

- visiting classes on subjects: «Restaurant and hotel management», «Planning and organization of tourist business», «Organization and planning of the restaurant business and hotel business», «Management of tourism», «Management of restaurant and hotel business», «Tourist and local history work», «Visa formalities», «Museology», «Tour guidance», «Tourism Infrastructure», «Infrastructure of restaurant and hotel services», «Geography of international tourism», «Organization of service in the hospitality industry»

- joint formation of educational programs «Tourism», «Restaurant and hotel business» with practitioners;

- joint development and updating of catalogs of elective disciplines;

- individual consulting in the formation of trajectories of training of students of specialties «Tourism», «Restaurant business and hotel business»;

- development of Moocs on elective disciplines of the Department of tourism and restaurant business.

Scientific direction:

- implementation on the basis of Educational, scientific and industrial complex of diploma and master's works;

- professional orientation of students through the implementation of joint research projects;

- implementation of diploma and master's projects commissioned by enterprises;

- joint publication of scientific reports, articles, participation in conferences.

Industrial direction:

- professional practice at ESPC enterprises;

- professional orientation of the teaching staff of the department due to visiting master classes and advanced training courses; internship of students and faculty;

- implementation of projects on the orders of enterprises (creating an advertising project of an enterprise, developing an individual tourist route, an excursion plan, developing a menu for various categories of consumers, etc.);

5. DESCRIPTION OF POSSIBLE PRACTICES AND INTERNSHIPS FOR STUDENTS'

ESPC will provide management of professional practice from among representatives of the enterprises which are a part of ESPC, to conduct joint development of programs of professional practice and individual tasks.

According to the curriculum, students of the specialties «Tourism», «Restaurant business and hotel business» undergo professional practice: educational, industrial and pre-diploma. Enterprises of unpk «Tourism and hospitality» provide students, undergraduates with their laboratories, departments and other units to perform all types of educational and research work, as well as allocate jobs for their participation in industrial work during their studies at the University, attach to experienced employees of the enterprise during the internship.

The Department of tourism and restaurant business is also considering the possibility of joint development of practice programs with foreign Partner universities of KEUK: Samarkand University of Economics and service (Samarkand, Uzbekistan), University of applied Sciences. J. Kodolani (Hungary, Szekesfehervar). The program of educational (international) practice provides the opportunity for students to practice and internship abroad at the enterprises of the tourism and hospitality industry (hotels «Novotel», «Hungarian King» - Hungary, Szekesfehervar; travel Agency «Sogda tour» - Uzbekistan, Samarkand).

6. INTERNSHIPS, TRAININGS, COURSES OF IMPROVEMENT OF QUALIFICATION FOR EMPLOYEES:

- obtaining higher and second higher education in the specialties «Tourism», «Restaurant and hotel business»;

- participation in the organization and conduct of joint scientific symposiums, seminars, conferences, meetings, round tables, master classes and other events on

issues of mutual interest, training seminars, trainings, internships of employees of the PARTIES;

- participation of employees in employment fairs, days of the Department of tourism and restaurant business, career guidance in schools and colleges of the city of Karaganda and the region.

7. EXPECTED RESULTS FROM THE CREATION OF EDUCATIONAL, SCIENTIFIC AND INDUSTRIAL COMPLEX «TOURISM AND HOSPITALITY»:

- consolidation of the theoretical material in practice through workshops by practitioners and visiting classes at enterprises that are part of the ESPC «Tourism and hospitality»;

- acquisition of professional competences by students of educational programs «Tourism», «Restaurant business and hotel business»;

- development and implementation of current elective courses;

- professional orientation of teaching staff of the Department by attending master classes and refresher courses;

- professional orientation of students through the implementation of joint research projects;

- preparation for publication of joint articles, scientific reports, participation in conferences;

- involvement of students, undergraduates in research activities of ESPC.

Sides:

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