

Subject area: tourism

1. Introduction into the subject area

For the past ten years tourism achieved considerable growth, and its role in the world economy has increased. It's often called economic and social phenomenon of 20th century in the scientific and popular literature.

Today level of mass differential tourism is very different from the levels of small and massive production.

The most noticeable achievements in the "new era" of tourism are as follows:

- improvement of information systems;
- Improvement of enterprise and tourism activities' management «know-how»;
- Regular research activity and development;
- strengthening management and corporative culture

Due to technological changes, increasing of internal and international competition, appearance of new tourist products and new markets strategies of tourist companies change considerably as well as their approaches to the personnel selection and management.

National and transnational corporations have played more important role in the tourism and hospitality industry that results in the increasing demand on managers and highly professional specialists with degree in the tourism sphere in order to provide high level services that meet international level.

Increasing of tourists' number arriving in the country, creation of new tourist products result in the growth of competition between tourist regions on the international level and also between tourist agencies locally. So strengthening of competition and changes of the nature of consumers demand require high flexibility and efficiency of tourist enterprises. The highly competitive companies achieved great results mainly because of development of human resources, changes in technologies and management. Changes in the operational and management processes address new requirements to personnel.

For the last years tourist industry experienced significant influence of technical progress, it is noticeable especially in the transportation and computer technologies industries (databases, global and corporative networks of reservation, computer systems of management, etc.). New information systems encourage development of new efficient channels of commercialization.

Specialist of new generation should be able to meet various cultural and professional situations efficiently. Specialists should often be ready to implement various methods and styles of work that meet specifics of a geographic zone or a country. In accordance with broadcasts of WTO multinational corporations will control more than half of world hotel tourist business by 2020.

Modern consumers of tourist products are mostly interested in individual tours and alternative channels of buying. Beside that for the last 20 years a new trend of changes in consumers demand has appeared. General concepts of the new trend are as follows:

- search of comfortable conditions;
- attention to the environmental issues (natural and socio cultural);
- willingness to get individual services;
- willingness to get guarantees of high level of services.

In these conditions when a client is oriented on receiving individual services, the achievement of the optimal balance between quality and costs requires new approaches to management, assessment of clients' expectations. Specialists in the hotel-tourist industry should be able to comprehend specifics of consumers' expectations from various nationalities and regions and to address them perfectly. One of the key specific of the tourist business is that the quality of tourist product heavily depends on the qualification and involvement of human resources, their creativity, abilities to learn new knowledge and use new organizational processes and forms.

As one of the economic sector tourism is characterized by significant variety of technological processes. It includes every enterprise, organizations and companies, which provide transportation, accommodation, and leisure of a tourist. Such a wide range of activities

makes it difficult to divide operational and technological processes. So, different approaches should be implemented for hotels, restaurants, tourist agencies and transportation companies. Such differences in the elements of tourist activity affects on the training of specialists that develops in different directions that have one initial idea.

As main functions of professional activity in the hotel-tourist industry the following profiles might be specified: organizational-managerial, service-technological, scientific-research and psychological-educational.

2. Degree profile

Cycle	Suggested typical degrees
First	<p>The bachelor's degree in the tourism area provides opportunities for the development of basic qualities to carry out of the organizing-administrative, service-technological activities and also basic skills for scientific-research and psychological-pedagogical activities.</p> <p>There are four basic directions in the hotel-tourist industry that may be specified, each of them is the widest sphere of activity: accommodation enterprises, organisation of public nutrition, transport service and travel organisation, entertainment services. In spite of the fact that those types of human activities are usually intersected during organization of tours, they quite differ from each other by specifics in working and technological processes.</p> <p>The analysis of bachelor degrees showed that directions of training are differentiated by belonging to various sub branches.</p> <p>This mentioned aspect of formation of the professional-educational programs is found to be reflected in the precise specialization of foreign educational institutions, which have the following programs: industry of hospitality i.e. hotel and restaurant business, transportation, tours organization and selling, leisure, recreation and entertainment.</p>
Second	<p>The master degree can be received by making research work, advanced studying of the subject area or its expanding. The second cycle presented by variety of curricula with different specializations.</p>
Third	<p>The doctoral degree is a result of writing and defence of the original research work.</p>

Cycle	Employment
First	<p>The first cycle of degree gives the opportunities for graduating students to acquire basic capacities and abilities in the area of service-technological, organizing-administrative, staff management, and scientific-research.</p> <p>The first degree cycle provides graduates with opportunities to get basic skills and abilities in the sphere of service-technological (formation and selling of the hotel-tourist product, guest service), organizational-managerial (planning, organization, enterprise management (according to the profile), scientific-research (analysis and prognosis, statement and scientific decision of the problem) and psychological-pedagogical activity (making of the psychologically- healthy climate in a group, train-</p>

	ing on the work place).
Second and third	Second and third degree cycles mean that graduates can acquire the advanced special skills and qualities in different areas of the mentioned types of activities.

A role of tourism in other degree programs

Tourism as a field of study has obvious multidisciplinary nature and includes such areas as geography, sociology, physiology, economy, management, marketing, etc. On the other hand because of the fact that tourism covers wide area of human activity, many degree programs include tourism as a specialization.

3. The results of training and competences – descriptors of the cycle level

First cycle

Specific possibilities of key subjects	Key specifics
<ul style="list-style-type: none"> • Students should demonstrate: • Capacity for critical comprehending of the processes of international tourism; • Capacity for planning, formation and promotion of the tourist product; • Ability to provide activity of enterprises and organizations, which present the services of accommodation, nutrition, recreation, travel organisation; • Ability to retrieve and analyse statistic data; • Understanding of social-cultural and ecological aspects of tourism; • Ability to organize office work and keeping documentation and reporting tourist enterprises; • Ability to distribute the staff duties and their responsibility, capacity for staff motivation; • Capacity for using information technologies in tourism. 	<ul style="list-style-type: none"> • Basic general knowledge in the field of study • Teamwork • Responsibility in job • Problem solving • Ability to work independently • Interpersonal communication • Aspiration for quality achievement • Capacity for applying knowledge in practice • Planning and time management • Ability to meet to a new situation • Ability for training and self-training • Oral and written communication in the native language • Oral and written communication in the foreign language • Ability to work in the international environment

Second cycle

Specific possibilities of key subjects	Key specifics
<p>Student should have:</p> <ul style="list-style-type: none"> • Key specifics of the first cycle; • Capacity of managing tourism processes on the stable base; • Ability to communicate with specialists from other fields; • Capacity for strategic planning and marketing; 	<ul style="list-style-type: none"> • Key specifics of the first cycle • Capacity for analysis and synthesis • Research skills • Critical and self-critical abilities • Information management skills • Ability to succeed and achieve goals

<ul style="list-style-type: none"> • Ability to work out and apply innovations in the tourism area 	
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Third cycle

Specific possibilities of key subjects	Key specifics
<p>Students should:</p> <ul style="list-style-type: none"> • Demonstrate ability to make independent, original research in one or several directions of tourism field. 	<ul style="list-style-type: none"> • Research skills • Capacity for generating new ideas (creativity) • Critical and self-critical abilities • Information management skills • Ability to succeed and achieve goals • Expert capacity in special subjects • Estimation of variety and multicultural aspects

4. Workload and ECTS

Workload in typical degree programs is in ECTS credits:

Cycle	ECTS credits
First	For Kyrgyzstan, taking into account the model of general secondary education (11 years) the most acceptable programme is considered which based on 240 credits for the first cycle.
Second	120 credits

The best practice

The first cycle of the program should be focused on getting by students the basic qualities for making organizational-managerial, service technological activities, and also key research and physiological-teaching skills.

For that it's necessary that students get proper instruments that provide opportunities to do modeling, qualitative and quantitative interpretation of the research objects and processes. These methods allow introducing new approaches to learning process and teaching students to set up, understand and solve professional problems.

Some examples of methodic

Working lists, these are mini-variants of situational cases, relatively short and are used successfully as tasks for individual by group work. At the same time they can be used for current assessment of students' academic excellence and also they have teaching and controlling functions. Working lists usually are prepared individually for each student.

Case studies – these are modeled or real cases connected to the real situations and information from the work of hotel and restaurant enterprises, transport and tourist organizations and agencies. By using the case studies teachers set a goal not just to make students to study some theoretical material, but also understand deeply technological and managerial processes, to assess a strategy of professional activity.

At the same time a teacher gets an opportunity to learn and to encourage students' activity in building a behavioral strategy, choosing of managerial decision in order to involve them more actively into their professional field of study. Case studies include much information, practicum and can be worked out by students in groups of 6-8 participants and individually.

Analysis of case studies requires deep knowledge of theoretical materials and is done by results of professional practices.

Role business games are conducted by the results of studying and are the form of complex exam. They are thoughtfully prepared both by students and teachers. The cases are developed during the academic semester. Teachers and students make scenarios, share roles, make consulting.

The roles are developed taking into account the principle that a manager is first of all a leader who provides administration, "ideas generator", the person who makes decision and chooses the means to achieve the goals.

In the middle of the game there are hotel-tourist enterprises, which are multi functional entities with a wide network of personal and supporting services. The students when trying roles of managers of departments and managers of partner companies (tourist companies, airlines, excursion agencies, leisure services etc.) develop strategic plans, search for financial sources, develop methodical of individual work with clients, and consider practical specifics of organization of congresses, resort-spa, and sanitary services.

Necessary technical, financial and other documentation is prepared preliminary as a course project developed by students' group who share work. The main factors that influence on assessment are not just amount and quality of the individual tasks but also teamwork skills, activeness and willingness to participate in decision making, coordination of joint efforts in the achievement of the goals.

Knowledge of foreign languages plays important role in the hospitality industry and in this regard a business game can be conducted in English and that provides opportunity to assess fluency and proficiency in using terms.

The main advantage of a business game as a form of education quality assessment is its complex nature, e.i. ability to characterize not separate theoretical knowledge but ability of a student to make a career using the received information, knowledge and skills.

Writing of the final qualification work allow a student to elaborate new, not standard approaches, to offer individual decisions, to realize himself as a specialist, to see weaknesses and strengths of professional qualities, to make accents for the future process of getting new knowledge and academic advancement. The work reflects preparedness of a student to the decision making in the analysis of the problem settled, summarizing of the information received, making efficient decisions on technical, organizational, managerial and economics issues, and it also teaches a student to use contemporary research and scientific methods in work.

The experience of the academy work notices that the situational approach provides strengthening of students' interest to studying; stimulates their interest to the future profession; develops creativity. Beside that it encourages personal motivation of a student to get better results in general and professional training.

Experimental curriculum
Subject area: tourism
Academic qualification degree: Bachelor

№	Discipline	General workload	Number of ECTS
1 semester			
1	Economics	90	3
2	English language I	150	5

3	Mathematics	90	3
4	History of a country	150	5
5	Kyrgyz (Russian) language I	150	5
6	Culture of speech	60	2
7	Concept of contemporary natural sciences	150	5
8	Elective courses (E-H/D)	60	2
		900	30
11	Physical culture	80	
2 semester			
1	Dynamic of global tourism	150	5
2	Information-communication technologies	150	5
3	English language II	150	5
4	Philosophy	150	5
5	Kyrgyz (Russian) language II	150	5
6	Ecology	90	3
7	Educational practicum	60	2
		900	30
	Physical culture	80	
3 semester			
1	English language III	150	5
2	A human being and his needs	90	3
3	Service activities	90	3
4	Oral communications	90	3
5	Psychological practicum	60	2
6	Informational technologies in tourism	90	3
7	Elective courses (hotel business)	90	3
8	Elective courses (hotel business)	90	3
9	Elective courses (hotel business)	90	3
10	Elective courses (E-H/D)	60	2
		900	30
	Physical culture	80	
4 semester			
1	English language IV	150	5
2	Recreational geography	90	3
3	Valeology	60	2
4	Culture and art of Central Asia	120	4
5	Ethnography of nations of Central Asia	90	3
6	Security of tourist activity	90	3
7	Economy of tourism	120	4
8	Elective courses (OII/D)	120	4
9	Professional ethics and ethical	60	2
		900	30
	Physical culture	80	
5 semester			
1	English language V	60	2
2	Second foreign language I	90	3
3	International tourism	150	5
4	Organization and management of a hotel enterprise I	150	5
5	Management in tourism	120	4
6	Field law	90	3
7	Organization of a tourist enterprise work	90	3
8	Elective courses (OII/D)	150	5
		900	30
	Studying of military service	80	
6 semester			

1	English language VI	60	2
2	Second foreign language II	90	3
3	Organization and management of a hotel enterprise II	150	5
4	Marketing in tourism	150	5
5	Discipline of specialization	150	5
6	Discipline of specialization	150	5
7	In place practicum	150	5
		900	30
	Studying of military service	80	
7 semester			
1	English language VI	60	2
2	Second foreign language II	90	3
3	Discipline of specialization	150	5
4	Discipline of specialization	150	5
5	Discipline of specialization	150	5
6	Discipline of specialization	150	5
7	Graduate qualification thesis	150	5
	Studying of military service	80	30
8 semester			
	Studying of military service	95	
1	English language VI	60	2
2	Second foreign language II	90	3
3	Discipline of specialization	150	5
4	Discipline of specialization	150	5
5	Discipline of specialization	150	5
6	Pre-diploma practicum	150	5
8	Graduate qualification thesis	150	5
		900	30
	Studying of military service	80	
	total	7200	240
	With additional types of training	7840	240