

APPROVED
at the meeting of the Academic
Council of NJSC Al-Farabi
Kazakh National University
Protocol №14 dated 16.06.2026

Entrance Examination Program
for Applicants to Doctoral Studies
in the Educational Program Group
D143 – “Tourism”

I. General Provisions

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

2. The doctoral entrance examination consists of an interview, writing an essay, and a subject-specific examination.

Component	Points
1. Interview	30
2. Essay	20
3. Examination in the profile of the educational program group	50
Total / Passing score	100 / 75

3. The duration of the entrance examination is 3 hours and 10 minutes, during which the applicant writes an essay and answers questions from an electronic examination ticket. The interview is conducted at the university prior to the entrance exam.

II. Procedure for Conducting the Entrance Examination

Applicants to the doctoral program in the educational program group D143 – “Tourism” write a problem/thematic essay. The volume of the essay should be no less than 250 words. The purpose of the essay is to determine the level of analytical and creative abilities, expressed in the ability to construct personal arguments based on theoretical knowledge, social, and personal experience.

Types of essays:

- A motivational essay revealing the applicant’s motivation for research activities;

- A scientific-analytical essay justifying the relevance and methodology of the proposed research;
- A problem/thematic essay reflecting various aspects of scientific knowledge in the subject area.

2. The electronic examination ticket consists of **3 questions**.

Topics for preparation in the profile of the educational program group:

Discipline 1

«THEORETICAL AND METHODOLOGICAL PROBLEMS TOURISM»

Geography of tourism is the main discipline of tourism as spatial socio-economic phenomenon.

Theory and methodology of research of problems of the tourism industry. A systematic approach of tourism as a methodological basis for the study of internal and external relations, the establishment of mechanisms of formation of the global tourism industry.

Methodological basis of geography of tourism as a major discipline of tourism. The boundaries and composition of the tourism industry. The existing definition of the tourism industry.

The essence of a systematic approach to the study of the tourism industry. The tourism industry as a cross-cutting economic complex, and as a branch of economy. Value concepts of "recreational industry" and "tourism industry" in the Soviet recreational geography and tourism geography.

The history of the development of ideas about the world tourism industry. The main stages of development of the world tourism industry: antiquity, the Middle Ages and the Renaissance, XVII-XVIII century, XIX and XX century (before World War II).

The evolution of ideas about the tourism industry in Europe and Russia. The conditions in which the formation of the geography of tourism, the main stages of its development.

Changes taking place in the global tourism industry in the late XX and early XXI centuries, which determined the direction of its further development. Modern Transformation of the world tourism industry: tourism and the Internet; New distribution channels of tourism product; innovative tourism marketing concept.

The processes of globalization in world tourism. Transnational companies in the international tourism market. Features mikrogeografii tourism industry.

Current status and problems of tourism development in Kazakhstan. Cluster development and state regulation of tourism.

Methodology of research challenges of tourism industry. Changes taking place in the global tourism industry in the late XX and early XXI centuries, determined the direction of its further development.

The main stages of world tourism development. The main stages of development of the world tourism industry: antiquity, the Middle Ages and the Renaissance, XVII-XVIII century, XIX and XX century (before World War II). The centuries-old prehistory of tourism and its modern system, its complexity and perfection throughout the twentieth century.

The main stages of the formation of tourism geography: a brief description of the stages, the names of the principal investigators in the context of countries. The periodization of the history of tourism, based on the state of the tourist market and related to the overall economic and political situation: the emergence and establishment of international tourism of the modern type system, the development and consolidation.

Determination of the tourism industry in the representation of scientists from different countries. Tourism Ancient Greece and Rome in the era of late antiquity. The cultural traditions

of travel and a genuine turning point in this medium in the late Middle Ages and early modern times. Grand tour, tourist, tourism.

The idea of the tourism industry as a sector of the economy. Underestimation of the role and importance of tourism and recreation industry in Russia and Kazakhstan economy.

Analyze the changes occurring in the global tourism industry in the context of digital transformation. Characterize the contemporary directions of tourism development, including digital tourism platforms, artificial intelligence in tourism and hospitality, Big Data and tourism flow analytics, Smart Tourism Destinations, digital destination marketing, and virtual and augmented reality technologies in tourism.

Tourist typology of countries. Details Feature recreational activities. Details on the territorial orientation. Multifactor Type of I.I. Pirozhnikov.

Current state and problems of development of the tourist regions of the world. Brief description of the basic statistics, trends and specifics of the development of tourism in the region.

Problems of development of Kazakhstan's tourism industry.

Master plan for the development of tourism in the Kazakh section of the Great Silk Road. The main towns of passage of the Silk Road. Current status.

Describe the implementation of three "breakthrough" Tourism Development Program of Kazakhstan until 2025. The socio-economic policy of the state in the economy and the territorial organization of tourism and recreation.

Requirements to the level of training of specialists in the sphere of tourism and hospitality. Policy in the field of training and re-training of tourism personnel.

Prospects for the Further Development of the Tourism Industry of the Republic of Kazakhstan. The Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2029. Priority Tourist Territories, Sustainable Development of Tourist Destinations, and Enhancement of the Competitiveness of the National Tourism Product.

Scientific support for the development of tourism.

The international nature of the modern tourist market. International Standard Classification of Activities in the field of tourism (CICTE) of the most extensive and inclusive classification of tourist activity. Contact SICTA and the International Standard Industrial Classification.

The market model of socio-economic system of tourism. System-wide properties and characteristics of the tourist market; social and economic nature of the tourist market; the concept of "tourist market". Link tourist market as an open system with the environment. Genesis and evolution of the tourist market. The concept and characteristics of tourism market structure.

Discipline 2

«MODERN RESEARCH OF THE TOURISM INDUSTRY»

Methodological Approaches to the Study of Tourism Activities. Contemporary Research Methodology in Tourism and Hospitality. Quantitative, Qualitative, and Mixed Methods Research. Theoretical and Empirical Research in Tourism. Development of Research Design, Conceptual Framework Construction, Formulation of Research Problems, Hypotheses, and Research Questions. Contemporary Requirements for Academic Research in the International Scientific Community.

Application of the basic laws of dialectics in scientific research in tourism. The application of the law of negation of negation in scientific research in tourism.

Analysis of current problems in the tourism industry. Approaches to improving the mechanisms of development of the tourism industry: traditional - based on econometric models using simple regression equations whose parameters are estimated using the least squares method, and evolutionary-oriented - based on the basic biological and physical analogy using

mathematical models, in which the process under study is described by difference equations reflecting the effect of these or other control mechanisms.

Philosophical categories of dialectics in scientific research in tourism. Cause and effect, necessity and chance. Opportunity and reality. General and individual. The meaning of logical thinking, the laws of logical thinking and their role in tourrepering

Scientific problems and hypotheses in the organization of tourism. Development of scientific principles in the theory of tourism.

Application of general scientific methods in the study of tourist activities. Experiment as a practical method of investigation. Methods of historical, logical and expert evaluations in research in tourism. Application of private methods for research in tourism. Modeling as a method of studying real processes in tourism.

The essence of field research. The concept of sampling and the general population. Types of sampling. Development of approaches to sampling. The algorithm for determining the sample. Factors determining the validity of the sample. Data collection: types of information, sources of information, tools for collecting information data.

The importance of methodical training of employees of the tourist enterprise. Technology compilation of a questionnaire - a questionnaire, pilot study, case study, methods of processing received data: encoding, input into it software (SPSS, eStata), primary data.

Development of Research Instruments in Tourism and Hospitality. Construction of Questionnaires, Interview Guides, and Observation Protocols. Pilot Testing and Validation of Research Instruments. Methods of Data Processing and Analysis. Application of Modern Statistical Software Packages (SPSS, Stata, R, SmartPLS, and AMOS). Assessment of Data Reliability and Validity. Correlation, Regression, and Factor Analysis, as well as Structural Equation Modeling (SEM). Qualitative Data Analysis Using NVivo and MAXQDA Software.

Methods of management and marketing in the tourist industry. The role of social media in the hospitality and tourism industry. The basic statistical data on the world and Kazakhstani industry of the sphere of tourism and hospitality.

Fundamental Principles of Contemporary Research Methodology in Tourism and Hospitality. The Research Process and Its Stages. Formulation of Research Problems, Research Questions, and Hypotheses. Development of Conceptual and Theoretical Research Models. Theoretical Foundations of Scientific Research, including Stakeholder Theory, Institutional Theory, Sustainable Development Theory, and Other Contemporary Scientific Approaches. Academic Ethics, Research Integrity, and Principles of Academic Writing. Specific Features of Conducting Research in the Fields of Tourism and Hospitality.

Methods of selling tourist products. Methods of entrepreneurial activity in tourism. Marketing research in tourist business. Methods for assessing the financial condition of the tourist enterprise. Balance and selective methods of financial and economic activities of the tourist enterprise. Analyzes of the financial activity of the tour company. Questions of financing commercial real estate for hotels and resorts. Management of the company's revenue.

Contemporary Methods of Scientific Literature Analysis. Systematic Literature Review (SLR), Bibliometric Analysis, and Scientometric Research Methods. International Citation Databases: Scopus and Web of Science. The PRISMA Methodology for Conducting Systematic Reviews. Application of VOSviewer, CiteSpace, and Biblioshiny Software for the Analysis of Scientific Publications, Identification of Research Trends, and Visualization of Scientific Networks and Knowledge Structures.

Methods of psychology in the study of tourist activity. Basic methods and stages of psychological research in tourism. Types of psychological research in tourism. Methods of psychological research in tourism.

Scientific research of the creative activity of specialists in tourism. The creative beginning of scientific research in tourism. Features of creative activity of the manager in the conditions of the market.

Evaluation of the development of the tourism industry in the republic of Kazakhstan. Methods used in international tourism cooperation. Factors affecting international cooperation in tourism.

Methods of Forecasting and Strategic Analysis in Tourism. Contemporary Approaches to Forecasting Tourism Demand and Tourist Flows. Econometric Forecasting Methods, Scenario Analysis, Foresight Studies, and Expert Evaluation Techniques. The Use of Artificial Intelligence and Big Data Analytics for Forecasting the Development of the Tourism Industry. Development of Strategic Alternatives and Sustainable Development Models for Tourist Destinations under Conditions of Global Challenges and Uncertainty.

Discipline 3

«TEACHING OF TOURISM IN HIGH SCHOOL»

The higher education system in the Republic of Kazakhstan and abroad. Competent approach to learning. The aims and objectives of the course "Methods of tourism teaching in high school." The subject and the theoretical basis of didactics of the higher school. The object and subject of the educational process. The objectives and content of education in higher education. The scientific organization of scientific and methodological activities of the university teacher. The structure of higher and postgraduate education in the Republic of Kazakhstan and countries of the world. The autonomy of universities and national features of the educational process. The problem of formation of "common educational space" and common educational standards.

Fundamentals of credit system of training. The objectives and principles of the Bologna process. The main principles of the Bologna Declaration. Basic concepts of credit system of training: Changes in learning paradigm. From "education for life" to "education throughout life" Individual learning paths. Independent, creative nature of knowledge.

The structure of the educational process in high school. The current state of implementation of credit technology of training in higher educational institutions of Kazakhstan. : State obligatory standard of higher education curricula, disciplines of the program. General education, basic, specialized discipline. Required component and a component for choice.

Educational-methodical complex of specialty "Tourism". Features of professional training in the field of tourism. Features of formation of individual learning paths of high school students. Educational complex specialty - 6B11101 - Tourism (Bachelor), 7M11101-Tourism (Master). State obligatory standards of education (SES) in the specialty "Tourism". Experimental educational programs. EMC specialty. Model, working curriculum, the schedule of the educational process, catalogs of elective courses.

EMC of discipline. Typical, training, work programs, courses, syllabus, teaching and methodological support disciplines (lecture notes, glossary, methodical implementation of practical, laboratory and independent work, EMCdelivery schedules, distribution points, and issuing policy assessment, the map of educational-methodical provision). The methodology of the EMC of discipline.

Methods of teaching in higher education. Classification of teaching methods (according to the source of knowledge, according to the prevailing activity on the stages of study, the logical path of knowledge, the nature of cognitive activity). Modern innovative technologies of teaching in higher education (case studies, brainstorming, project-based learning, role play, training, etc.). Problems of activization of informative activity of students. Innovative methods of teaching in higher education. Technical tools of education (TTE) in the educational process of higher education. Computer technology (search scientific and technical information, the use of GIS technology, distance learning). Interactive methods (brainstorming, role play, role play, case methods, debate, round table)

The main forms of training in high school. The methodology of the individual types of lessons in high school: lectures, seminars, practical and laboratory sessions, independent work. Nontraditional forms of delivery of the lecture material. Variety of classes in high school. Technique of the organization of educational and industrial practices. Functions and methods of SROs and PSAS. Activation of independent work of students. Research work of students and undergraduates. Course papers and diploma work. Choosing a theme, planning the student's work, willingness to work control, protection degree and course work.

Technology organization of knowledge control in high school. Types and methods of control of students' knowledge. Current, mid-term and final control. An external assessment of educational achievements (EAEA). Testing of residual knowledge. Types of test and measurement tools, their advantages and disadvantages. Assessment of students' knowledge.

Discipline 4

«CARTOGRAPHIC MODELING OF TOURISM»

Cartographic modeling. The principles of cartographic models. Formulation of the problem. Collecting and processing the necessary information. Design and creation of models. The scientific study and analysis of the model as a source of new information. Extrapolation of the data from the model to the object of knowledge

Maps as Spatial-Symbolic Models. Contemporary Geoinformation Technologies in Tourism Research. Geoinformatics as an Interdisciplinary Scientific Field. Modern Methods of Digital Cartography, Spatial Analysis, and Geospatial Data Visualization. Application of ArcGIS Pro, QGIS, WebGIS, and Cloud-Based Geospatial Platforms in Tourism Research.

The main methods of creating maps. Methodology mapping. Specially created maps. Overview maps. Showing the main features of the territorial changes and impacts.

The main methods of creating maps. Scorecard. Assessment of changes in the components of resources and environment, wildlife conflict. Forward-looking card. Territorial environmental management structure.

The main methods of creating maps. Combination modified resources and the environment, a set of contradictions. Integral generalizing card.

Cartographical maintenance of recreational and tourist activities in the GIS. Tourist maps and charts. Route maps. Popular science maps and charts.

Creation of cartographic models of modern GIS. Fundamentals of GIS technology Concepts and scope of GIS technology: information retrieval systems (IRS), a database (DB) systems, database management system (DBMS), cartographic database (CDB), expert systems (ES). The basic principles of cartographic modeling.

Remote sensing data (RSD). Satellites and scanners. Shooting channels. Resolution. The use of satellite images to create maps.

Software for satellite image interpretation for the compilation of tourist maps. The software package ERDAS Imagine. The software package of ENVI.

GIS capabilities for creating 3D models. 3D-modeling. Creation of technology. The use in tourism.

Elements of electronic cards. Spatial design. Coordinate Systems. Editing. Creating attribute tables. Operations with tables. Symbol libraries. Scale-dependent display. Registration cards. Diagrams. Reporting, charts.

Technological issues of creating thematic maps in ArcGIS environment. Create copyright layouts. Background: bitmaps, statistics, satellite images, tables.

Atlas mapping. The principles and features of the Atlas. Satin products.

Aspects of cartographic modeling in the field of tourism of Kazakhstan. Current state map support. Examples of developments carried out.

Prospects for the development of GIS to create maps and models of tourism development in Kazakhstan. Prospects for the development of geoinformatics. Current trends and problems of

development of GIS. Examples of GIS implementation. Global Projects. International programs. National programs. Regional programs. Regional GIS. Local GIS. Building a GIS specialist. Internet projects of tourist GIS.

Spatial Analysis of Tourist Flows and Smart Tourism. Geoanalytics of Tourist Behavior. The Use of Mobile Data, GPS Tracking, Geolocation Services, and Big Data for Studying the Spatial Organization of Tourism. Application of Geoinformation Technologies within the Smart Tourism Destinations Concept and the Management of Sustainable Development of Tourist Territories.

5. List of recommended literature

Regulations:

Law of the Republic of Kazakhstan "On Education" dated July 27, 2007

SES RK. Post-graduate education. Master's degree. Basic provisions. № 292 date. 05.13.2016

Main literature:

1. Geografiya turizma / edit. Aleksandrovoy AYu. – M.: KNORUS, 2008. – 592 p.
2. Erdavletov SR Geografiya turizma: istoriya, teoriya, metody, praktika. – Almaty, 2000. – 336 p.
3. Erdavletov SR Istoriya turizma. Razvitie i nauchnoe izuchenie. – Almaty, 2009. - 130 p.
4. Rodionova N.V. Metody issledovaniya v menedzhmente. Organizatsiya issledovatel'skoi deyatel'nosti. Modul 1. – M: Yniti – Dana, 2012. – 120 s.
5. Barchook E.C. Metody nauchnykh issledovaniya v tourisme. – M: Akademiya, 2017.-210 c.
6. Galizkaya E.G., Galizkii E.B. Marketingovye issledovaniya. – M: Yurait, 2012. – 110 s.
7. Durovich A. Marketingovye issledovaniya v tourisme. – SPb: Piter, 2013. – 120 s.
8. Baggio R. Quantitative methods in tourism. Channel View Publications, 2011. – 410 p.
9. Poynter, J.M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley. – 310 p.
10. Obraztsov PI Osnovy professional'noy didaktiki. Vuzovskiy uchebnyk. - M.: INFRA-M, 2015 g. - 288 p.
11. Pedagogika i psikhologiya vysshey shkoly: Uchebnoe posobie. - Rostov n/D: Feniks, 2012. - 544 p.
12. Osnovy kreditnoy sistemy obucheniya v Kazakhstane / Abdygapparova SB, Akhmetova GK. – Almaty: Kazak university, 2014. – 198 p.
13. Asanov NA Sostavlenie uchebno-metodicheskoy dokumentatsii i organizatsiya uchebnogo protsessa v vuze: Uchebnoe posobie dlya rukovoditeley strukturnykh podrazdeleniy i prepodavateley vuzov. – Almaty: Kazak university, 2015. – 114 p.
14. Isaeva ZA, Mynbaeva AK, Sadvakasova Z M. Aktivnye metody i formy obucheniya v vysshey shkole: uchebno-metodicheskoe posobie - Almaty: Kazak universiteti, 2005.- 121 p.
15. Nikitinskiy ES Etapy stanovleniya i sovremennoe sostoyanie turist'skoy industrii Respubliki Kazakhstan. – Astana, 2010. – 119 p.
16. Erdavletov SR Osnovy turizmologii: uchebno-metod. posobie / Erdavletov SR; KazNU im. al'-Farabi. – Almaty : Kazak universiteti, 2009. – 92 p.
17. Novikov VS Innovatsii v turizme: uchebnoe posobie / V. P. Novikov. - 3-e izd., ispr. i dop. - M.: Akademiya, 2014. - 208 p. - (Vysshee prof. obrazovanie)
18. Upravlenie industriy turizma: luchshiy opyt deyatel'nosti natsional'nykh organizatsiy i agentstv po turizmu / Dzh. Lennon [i dr.]. - M.: Gruppya IDT, 2008. - 272 p.
19. Globalizatsiya mirovogo khozyaystva: uchebnoe posobie / Moskovskiy Gosudarstvennyy Universitet im. M.V.Lomonosova ; edit: M. N. Os'mova, A. V. Boychenko. - M. : INFRA-M, 2011. - 376 s

- 20 Dmitriev M.N. *Ekonomika i predprinimatel'stvo v sotsial'no-kul'turnom servise i turizme* : uchebnik / M. N. Dmitriev, M. N. Zabaeva. - M. : YuNITI, 2012. - 399 p.
- 21 Bogolyubov VS *Ekonomika turizma* : uchebnoe posobie. - 3-e izd., ster. - M. : Akademiya, 2014. - 192 p. - (Vysshee prof. obrazovanie)
- 22 Cherevichko TV. *Ekonomika turizma: uchebnoe posobie*. - M. : Dashkov i K, 2013. - 264 p.
- 23 Bogolyubov VS *Ekonomicheskaya otsenka investitsiy v razvitie turizma* : uchebnoe posobie. - M. : Akademiya, 2012. - 272 p. - (Vysshee prof. obrazovanie)
- 24 Bogolyubov VS, Orlovskaya V.P. *Ekonomika turizma: Ucheb. posob. dlya studentov vysshih ucheb. zavedeniy*. - 3-e izd., ster. - M.: «Akademiya», - 200812. - 192 p.
- 25 Bystrov SA, Vorontsova M.G. *Turizm: makroekonomika i mikroekonomika*. - SPb.: «Izdatel'skiy Dom «Gerda», 2014. - 464 p.
- 26 Zdorov A.B. *Ekonomika turizma: uchebnik*. - M.: Finansy i statistika, 2014. - 272 p.
- 27 Temnyy Yu.V., Temnaya L.R. *Ekonomika turizma: Uchebnik*. - M.: Finansy i statistika. INFRA-M, 2012 - 448 p.
- 28 Yakovlev G.A. *Ekonomika i statistika turizma: Ucheb. posob, 4-e izd., pererab., i dopol.* - M.: Izdatel'stvo RDL, 2017. - 480 p.
- 29 Vukolov VN. *Teoriya i praktika podgotovki spetsialistov turistskoy industrii v vysshih uchebnykh zavedeniyakh*. - Almaty: Turan-universitet, 1999.-268.
- 30 Asanov NA. *Sostavlenie uchebno-metodicheskoy dokumentatsii i organizatsiya uchebnogo protsessa v vuze: Uchebnoe posobie dlya rukovoditeley strukturnykh podrazdeleniy i prepodavateley vuzov*. - Almaty: Kazak universitety, 2015. - 114 p.
- 31 Pionova RS. *Pedagogika vysshey shkoly. Ucheb. posobie dlya magistrrov ped. spets. vuzov*. - Mn.: Universitetskoe, 2012. - 254 p.
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- 33 *Metodologiya professional'nogo turistskogo obrazovaniya* / edit Kvartal'nova VA, Gorskogo VA, Zorina IV. - M.: Sovetskiy sport, 2011. - 200 p.
- 34 Montekhano KhM. *Struktura turisticheskogo rynka*. M.-Smolensk, 2015. - 120 p.
- 35 Aleksandrova AYu. *Struktura turistskogo rynka*. M., 2012. - 345 p.
- 36 *Informatsionnye sistemy i tekhnologii v ekonomike i upravlenii: uchebnik* / Edit. prof. Trofimova VV. - 3-e izd., pererab. i dop. - M.: Izdatel'stvo Yurayt, 2011. -521 c.
- 37 *Informatsionnye tekhnologii: uchebnik* / Edit. prof..Trofimova VV - M.: Izdatel'stvo Yurayt; ID Yurayt, 2011. -624 c.
- 38 Aleksandrova AYu. *Mezhdunarodnyy turizm*. - M.: Aspekt-press, 2011. - 464 p.
- 39 Aleksandrova AYu. *Struktura turistskogo rynka*. - M.: Press-solo, 2012. - 384 p.
- 40 Creswell J.W., Creswell J.D. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 6th ed., 2023.
- 41 Veal A.J. *Research Methods for Leisure and Tourism*. 6th ed., 2023.
- 42 Saunders M., Lewis P., Thornhill A. *Research Methods for Business Students*. 9th ed., 2023.
- 43 Cooper C., Hall C.M. *Contemporary Tourism: An International Approach*. - London: Routledge, 2024. - 420 p.
- 44 Morrison A.M. *Marketing and Managing Tourism Destinations*. 3rd ed. - London: Routledge, 2022. - 610 p.
- 45 Hall C.M. *Sustainable Tourism Development*. - London: Routledge, 2023. - 386 p
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- 48 Buhalis D. *eTourism: Information Technology for Strategic Tourism Management*. Updated edition. - London: Pearson, 2023.
- 49 Gretzel U., Sigala M. *Smart Tourism and Digital Transformation*. - Cham: Springer, 2022. - 295 p.
- 50 Longley P.A., Goodchild M.F., Maguire D.J., Rhind D.W. *Geographic Information Systems and Science*. 5th ed. - Hoboken: Wiley, 2024. - 540 p.

51 Biggs J., Tang C. Teaching for Quality Learning at University. 5th ed. – Maidenhead: Open University Press, 2022. – 389 p.

Additional literature:

- 1 Asanov NA. Nauchno-metodicheskoe obosnovanie ispol'zovaniya aktivnykh metodov obucheniya. - Almaty: Kazak universiteti, 2013.- 57 p.
- 2 Metodicheskie rekomendatsii po razrabotke uchebno-metodicheskikh kompleksov dlya prepodavateley i studentov. – Almaty: MAB, 2013 – 50 p.
- 3 Mezhdunarodnoe sotrudnichestvo i progressivnye tekhnologii v vysshem obrazovanii /sb. st. i materialov resp. proekta po izucheniyu opyta i obmenu inform. o vnedrenii mezhdunar. standartov v sisteme vyssh. obrazovaniya RK / Posol'stvo SShA v Almaty, Predstavitel'stvo Amer. Sovetov po mezhdunar. obrazovaniyu ACTR/CCELS na baze KazNU im. al'-Farabi i Vost.-Kaz. gop. tekhn. un-ta im. D. Serikbaeva.- Almaty: LEM, 2015.- 228 p.
- 4 Vukolov VN. Problemy planirovaniya podgotovki kadrov dlya turistskoy industrii Respubliki Kazakhstan // Sovremennye individual'nye obrazovatel'nye tekhnologii: opyt, obobshchenie, adaptatsiya. – Almaty: Turan-universitet, 1998. - P. 41-46.
- 5 Chernobay EV. Podgotovka uchitelya k sozdaniyu elektronnykh obrazovatel'nykh resursov v usloviyakh poslediplomnogo obrazovaniya// Pedagogicheskaya akademiya. - 2011. - №2. - p.37-39.
- 6 Aleksandrova AYu. Ekonomika i territorial'naya organizatsiya mezhdunarodnogo turizma. - M.: MGU, 1996.
- 7 Aktual'nye voprosy globalizatsii // Mirovaya ekonomika i mezhdunarodnye otnosheniya. - M., 1999. -№4,5.
- 8 Vallas F. Strategicheskaya struktura razvitiya turizma // Mezhdunarodnye tendentsii i dostizheniya v turizme na regional'nom urovne / Tasip. - M., 1999.
- 9 Erdavletov SR. Geografiya turizma. Uchebnik. - Almaty, - P. 2012 – 412 p.
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- 11 Porter M. Konkurentsia / per. s angl. - M.: Izdatel'skiy dom Vil'yame, 2011.
- 12 Mynbaeva AK. Sadvakasova Z. Innovatsionnye metody obucheniya, ili Kak interesno prepodavat'. – Almaty, 2013. – 344 p.
- 13 Isaeva ZA., Shakhgulari V.V. Kommunikativnaya kul'tura prepodavatelya vysshey shkoly: uchebnoe posobie. – Almaty, Qazaq universiteti, 2012. – 222 p.
- 14 Sovershenstvovanie sistemy proverki znaniy, navykov i umeniy studentov. – M., 2012. - 45 p.
- 15 www.unwto.org - sayt Vsemirnoy turistskoy organizatsii
- 16 Zakon Respubliki Kazakhstan «O turistskoy deyatelnosti v Respublike Kazakhstan». – Almaty: Yurist, 2011. - 45 p.
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- 18 Azar V.I. Ekonomika i organizatsiya turizma. – M.: Profizdat, 1993.
- 19 Zhukova M.A. Menedzhment v turistskom biznese: uchebnoe posobie. – 3-e izd., pererab. i dop. – M.: KNORUS, 2012. – 192 p.
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- 21 Papiryan GA. Mezhdunarodnye ekonomicheskije otnosheniya: Ekonomika turizma. – M.: Finansy i statistika, 2010. – 208 p.: il.
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