

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

**Entrance Exam Program**  
**for PhD applicants**  
**per group of educational programs**  
**D145- «Restaurant and Hotel business»**

**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	100/60

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 card consisting of 3 questions. 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 D145- «Restaurant and Hotel business» 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 Hospitality industry»**

#### **Topic 1. «History of the study of theoretical and methodological problems of the Hospitality industry»**

The role of theories in scientific research: concept, types, meaning. Historical types and tasks of the methodology of scientific research. Theory and methodology of scientific research of problems of the hospitality industry as a set of hypotheses, methods and procedures of scientific activity. Stages of development of world hospitality in connection with the evolution of scientific ideas and scientific and technological progress (STP). Problems of globalization and statistics. The history of the development of scientific ideas about the world hospitality industry. Definition of the hospitality industry in the view of scientists from different countries. Evolution of scientific ideas about the hospitality industry in Europe and Russia. Hospitality industry, hotel business as the main private sciences that develop theoretical and methodological support for solving the problems of the hospitality industry. Their definitions, subject and object, boundaries, position in the system of sciences, features. Chronology of the formation of the hospitality: a brief description of the stages and important researchers.

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

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

#### **Topic 3. «Review of theoretical and methodological problems of the hospitality industry»**

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

### **Discipline 2. «Methods of teaching R&HB in higher education»**

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

Introduction. Fundamentals of didactics. Competence-based approach to learning. The list of competencies of a higher schoolteacher in the field of «R&HB».

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 student's activities.

#### **Topic 2. «Forms of education in higher education. Means of education in higher education in the OP «R&HB»»**

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 «R&HB»»**

The Bologna Declaration and the Bologna Process. Modern higher education in the field of «R&HB», 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 «R&HB» (bachelor's degree, master's degree). Standard and working plans of the EP «R&HB». Catalog of elective disciplines. The structure of the EMCD discipline. The methodology of compiling the EMCD for EP «R&HB» 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 planning in hospitality»**

**Topic 1. «Approaches to planning hotel complexes».**

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

**Topic 2. «Hospitality 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 Hospitality development plan.

**Topic 3. «Strategic aspects and structural planning».**

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

**Topic 4. «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 5. «Planning of institutional elements».**

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

**Topic 6. «Planning of the Hospitality market».**

Defining marketing goals. Development of a marketing strategy. Preparation of an advertising and information program for the promotion of Hospitality service.

**Topic 7. «Implementation of the plan and control the results of the hotel enterprise».**

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 8. «Financing of Hospitality development».**

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

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

##### **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 your own master's research. Features of scientific work and ethics of scientific work. Ethics of scientific publications.

##### **Topic 2. «Methods of Master's 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 master's works. Justification of the topic of your master's research, formulation of the 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. Justification of the research methods of their master's research. Modeling during the Master's 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. Regularities of the functioning of the tourist market – 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 hospitality management technologies»**

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

The content of the concept of "innovation management". Object, subject, goals, tasks, functions, levels of innovation management in hospitality. The specifics of the professional activity of an innovative manager of a hotel enterprise. 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 innovative process of hospitality».**

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 hospitality products. Classification of concepts and approaches in innovation management of a hotel enterprise. Innovation management system of a hotel enterprise. 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 of a hotel enterprise.

**Topic 3. «Organization of innovative activities in hotel business».**

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

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

The need for state regulation of the innovation sphere. State support and promotion of innovative processes. State Innovation policy in the hospitality industry. Direct and indirect methods of state regulation of innovation activity in the hospitality industry. Directions of innovative development of the Republic of Kazakhstan. The content of the concept of "innovative project" of a hotel enterprise. Classification of innovative projects of a hotel enterprise. Expertise of innovative projects. Principles of the analysis of the innovation project of a hotel enterprise. Methods for evaluating the effectiveness of an innovative project of a hotel enterprise. Stages of developing the concept of an innovative tourist project. The main organizational forms of management of innovative projects of a hotel enterprise. Promising innovative projects in hospitality.

**Topic 5. «Innovation market of the hospitality 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 of a hotel enterprise. License agreement. Types of licenses. Forms of license payments. The concept and essence of the effectiveness of innovative activity of a tourist organization of a hotel enterprise. Factors that determine the effectiveness of innovative activities of a tourist organization of a hotel enterprise. Approaches to assessing the effectiveness of innovative activities of a hotel enterprise. Factors of a hotel enterprise susceptibility to innovations, ways to increase the innovative activity of management and staff.

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