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UNIVERSITY
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Approved by

Hospitality and Tourism School Council

«01» December 2023, №5

H&TS Academic dean

 A. Manap

**Industrial internship program for students
of educational program 6B11188 – «Tourism and Event Management»**

Edition 04
Almaty, 2023



Industrial internship program was developed for students of educational program 6B11188 – «Tourism and Event Management in accordance with the internal regulatory documents: "Rules for organizing and conducting educational achievements" approved by the Academic Council of the El "Almaty Management University" No. 2 dated 27 September 2022.

Developed by Associate Professor A. Manap

Considered:

At the meeting of H&TS Council

H&TS Dean

A. Auyezkanuly

Dated «01» December 2023, №5



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1 General regulation

The industrial internship is aimed at consolidating the theoretical knowledge gained in the learning process, acquiring practical skills and competencies, as well as learning the best practices of hospitality enterprises. The bases of practice are organizations corresponding to the profile of the specialty 6B11188 – «Tourism and Event Management».

The industrial internship provides students with practical skills, the study of principles, technologies, processes and management tools in the hospitality industry.

The industrial internship allows students to acquire skills in managing technological processes, strategic planning of enterprise activities, the ability to apply the basic concepts of service management, ethics and service culture, the ability to perceive and analyze information, setting goals and choosing ways to achieve them.

The educational practice is an important part of the comprehensive training of bachelors of specialties 6B11188 – «Tourism and Event Management» Enterprises that meet the following requirements should be selected as the bases of industrial practice.

- Comply with the given specialty and type of practice;
- have areas of activity stipulated by the internship program;
- have qualified staff to guide the practice of students.

The student chooses the base of industrial internship independently on referral from the Career planning center and work with graduates, or can undergo an internship taking into account his own interests, as well as taking into account the opinion of the head of the practice from the school.

Based on the results of the industrial internship, students submit a written report, which is checked by the head of the practice and presented in front of a commission created by the school Dean order.

The results of the presentation of the report are graded by differentiated credit according to the established letter grading system.



2 Goals and objectives of the industrial internship for students of 6B11188 – «Tourism and Event Management»

2.1 Goals of the industrial internship are:

- the ability to analyze the activities of the tourism enterprise, plan the management and technological process at the enterprise, coordinate and control the activities of the enterprise;
- learning the practical skills and providing service, making management decisions, strategic planning of the activities of enterprises in the tourist enterprise;
- application of methods for analyzing the quality of services provided. pricing and assortment policies. personnel management systems;
- acquisition of skills in performing independent applied research, collecting, analyzing and interpreting the results obtained and making decisions.

2.2 The basic objectives of industrial internship are:

- familiarization with the constituent documents, management structure. main production (technological) processes and economic foundations of the enterprise;
- determination of the place and role of the investigated enterprise in the market;
- conducting an economic analysis of the activities of the research object for a certain period, identifying the dynamics of changes in the main economic indicators, their trends for the future;
- research of the directions of the enterprise activity;
- study the enterprise structure, goals, objectives;
- acquaintance with the procedure for planning. organizing and managing the activities of the enterprise;
- generalization of the results of the enterprise analysis and the development of proposals for its improvement.

3 Timing and duration of industrial internship for students of EP 6B11101 “Restaurant and Hotel Business”

The duration of pre-diploma internship is set in accordance with the number of credits allocated for industrial practice.

The period of industrial internship is determined by the annually approved schedule of the educational process.

Based on the results of industrial internship, students submit a written report, which is checked by the head of the practice and presented in front of a commission created by the school Dean order.

The results of the presentation of the report are assessed differentially according to the established point-rating letter system



4 Objects of industrial internship for students of EP 6B11188 – «Tourism and Event Management»

The objects of industrial internship can be enterprises and institutions of various forms of ownership (private, public). various organizational and legal forms (partnerships, joint stock companies, etc.), carrying out various types of activities in the tourism industry (travel agencies, recreation areas, resorts, event-organizations), organizations engaged in studying the problems of tourism development, marketing, advertising agencies engaged in promoting services in the tourism sector).

It is most advisable to choose a large or medium-sized enterprise as an object of practice that has been operating on the market for at least three years.

5 Organization of industrial internship for students of EP 6B11101 “Restaurant and Hotel Business”

5.1 Responsibilities of the school

Overall guidance of industrial internship is carried out by the School of Hospitality and Tourism of Almaty Management University.

The school carries out educational and methodological preparation of practice: it develops a program of industrial internship. holds an organizational meeting of students before starting practice, provides them with the necessary documentation (program of industrial internship. referral to practice, diary.

In accordance with the allocation of teaching load hours between the teachers of the school. each student is assigned a head of practice from the school.

5.2 Responsibilities of the head of practice from the school

The head of the practice from the school is obliged:

- to provide methodological assistance to the student in drawing up a calendar plan for undergoing industrial practice in accordance with the characteristics of a particular enterprise;
- to control the implementation of tasks provided for by the Program of industrial practice;
- as well as individual tasks;
- to carry out systematic control or the collection of data for writing a report and a diploma project. as well as the degree of their mastery by the student;
- advise a student during the internship on all issues of an educational. methodological and organizational nature that arise;
- to ensure the control of the timeliness of the preparation and submission the report on practice by the student to the school.

5.3 Responsibilities of the head of practice from the enterprise

The head of the practice from the enterprise is obliged:

- to organize the work of the student at the workplace, provide qualified guidance; provide advice to the student on all issues arising during the internship;
- to provide practical assistance in collecting initial analytical materials on the activities of the enterprise;
- to get acquainted with the report on the practice and give a short written review-characteristic of the student with an objective assessment of his theoretical and practical internship.



5.4 Responsibilities of intern student

The trainee student is obliged to:

- show up at the place of internship within the prescribed period;
- develop a calendar plan for undergoing industrial practice together with the head of the enterprise;
- fully implement the tasks contained in the industrial internship program;
- in due time submit to the school a written report on the results of industrial internship, an arrival notice at the practice place and a diary of industrial internship, certified with the seal of the enterprise;
- presentation of the industrial internship report.

6 Content of industrial internship for students of EP 6B11188 – «Tourism and Event Management»

6.1 Market characteristics

When describing this section based on the study of secondary information the student should:

- to analyze the situation of the industry (current situation and trends in its development);
- to assess the legal framework of the market for the activities of the enterprise;
- to assess the legal framework of the market for the activities of the enterprise.

6.2 Manufacturing technology and production processes

Studying the production technology at the enterprise, the student must:

- to investigate the technical and technological equipment of the tourism enterprises;
 - to analyze the technological foundations of the organization and design of the processes of tourism services;
 - to evaluate the scientific and technological progress and directions of intensification of the tourism activities;
 - to analyze the technology of customer service at various tourism enterprises.
- Student should pay attention to:
- study of primary accounting and statistical reporting documents (balance sheet of the enterprise. indices of financial activity: liquidity, stability, profitability. etc.);
 - analysis of the availability and movement of fixed assets of the enterprise and methods their use;
 - modern technologies in tourism services: computer. telecommunication, etc.;
 - design of technological processes.

6.3. Analysis of the personnel management system at the enterprise

In this section student should study:

- the structure of the HR department and its functions;
- Human resource policy of the enterprise and organization of social protection of the labor collective;
- formation of a personnel management system;
- technology of Human resource management: organization of planning, selection, recruitment, assessment. training. motivation and organization of labor, ensuring the social development of the organization;

In this section student should describe:

- high-quality staff of the enterprise;
- study the organization and remuneration at the enterprise in the field of tourism;
- to analyze the dynamics of job creation and staff turnover at the enterprise in the field of tourism.



7 The structure and requirements for the preparation of a report on industrial practice for students of the specialty 6B11188 – «Tourism and Event Management»

7.1 Requirements for the preparation of the industrial internship report

The industrial internship report must be drawn up in accordance with the Industrial Internship Program (section 6 "Content of Industrial Internship").

The total volume of the report is 10- 15 pages of computer typing (without attachments).

The structural elements of the report are:

Title page (sample attached) (Appendix 1)

Content (with indication of pages)

Textual part of the report sections of the report and conclusion)

Reference list

Applications (forms. diagrams. calculations. etc.)

Font color should be black, font - Times New Roman. normal, size – 14, single interval.

When writing text by page, the following margins are maintained: left - 30 mm. right – 10 mm. top - 20 mm and bottom - 20 mm. Paragraphs in the text begin with an indent (Tab) equal to five characters (1.25 cm).

It is allowed to use italics to emphasize certain terms, formulas, theorems.

Statistical information and calculation tables can be drawn up in MS Office Excel. Drawings are made in any graphics editor in the drawing format.

Surnames, names of organizations. enterprises. publications and other proper names in the report of educational practice are given in the original language.

The pages of the report should be numbered with Arabic numerals, observing the continuous numbering throughout the text. Numbering begins with a title page, the page number on which is not affixed.

Page numbers are put in the lower right part of the sheet without a dot.

Illustrations and tables, located on separate sheets. are included in the general page numbering of the pre-diploma report. Illustrations. tables on a sheet of A3 format count as one page.

Abbreviation of words in the text is not allowed, with the exception of the generally accepted ones.

The names of such structural elements of the report as "Contents", "Introduction", "Conclusion".

“Reference list” should be typed in the center of the page in capital letters and separated from the text by one spacing (bold font). Dots at the end of the name are not used and underscores are not allowed.

The titles of chapters should be typed in capital letters.

An example of formatting the content of the industrial practice report



Content

	page
Introduction	3
1 Characteristics of the tourism industry services market	4
2 General characteristic of the enterprise	7
3 Analysis of the personnel management system at the enterprise	9
3 Manufacturing technology and production processes	11
Conclusion	13
Reference list	14
Appendices	15

The names of sections are centered without paragraph indentation. a dot at the end, underlining (bold font). Word hyphenation is not allowed.

Each section of the report should start on a new page.

7.2 Design of drawings

In order to unify the approach to the design of the diagrams, graphs, photographs used in the report. it is customary' to designate them with pictures.

Figures in the report should be placed immediately after the text in which they are mentioned for the first time or on the next page. The text must contain a link to the picture. Drawings should be executed using appropriate software. color images are acceptable.

Requirements for drawings: readability, consistency. maximum clarity, the ability to be read and understand autonomously. to be read and understandable without text. brevity, line thickness in the drawings is not less than 1 point. size - not less than 12.

Figures. with the exception of those included in the annexes. should be numbered with Arabic numerals.

Figure captions must be placed horizontally or vertically, without borders. Signatures must be consistent in size and font. It is necessary to monitor the high contrast of the graphic material. The title of figures is placed at the bottom center.

If the figures are compiled on the basis on own research. then this should be indicated in the note. it they are borrowed from any sources. then it is necessary to make a reference to the source indicating the source number according to the list of references.

Sample:

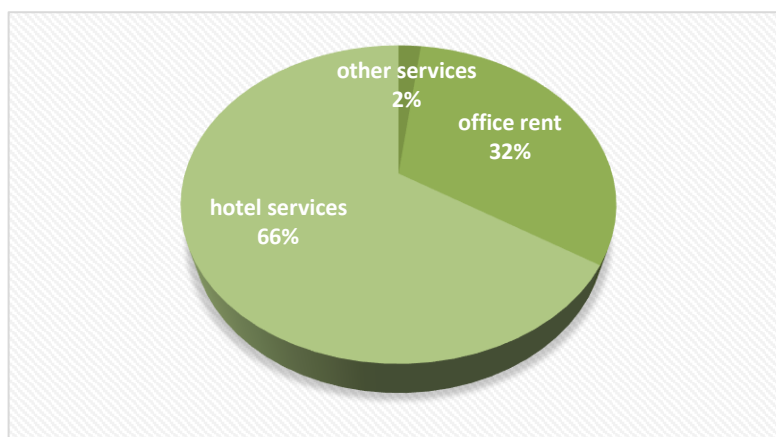


Figure 1 – The income structure of the “Rixos President Hotel” for 2019.

Note – complied by the author based on the source [8].

7.3 Table design guide

Tables are used for better clarity and ease of comparison of indicators, also for comparative structural-tempo analysis of indicators. The title of the table should be concise and reflect its content. The table must be provided with a text title, which is located above the table on the left, after the word "Table", its serial number and the "dash" sign. The title is written with a capital letter without a dot at the end. Headlines, sub-headings and table rows in a table should be capitalized. Dots are not put at the end of the headlines and sub-headings of tables. Headings and subheadings are indicated in the singular.

Perpendicular headers are allowed if necessary.

The table should be placed immediately after the text in which it is mentioned for the first time, or on the next page with a reference to it, for example: (table 1).

Tables are numbered sequentially within the entire report in Arabic numerals, the “№” sign is not put.

When transferring a part of the table to the next page, the name of the table is placed only above the first part, while above the second part, an indication is given: “Continuation of Table 1”.

The first line of the table is the “headline” with the names of the column headings, the second line is the numbering of the columns.

When transferring a table to the next pages, the "headline" is not written, the continuation of the table begins with the numbering of the columns.

The table at the top, left, right and bottom is limited by lines. It is allowed to use a font size smaller in the table than in the text.

Tables with numerical data must necessarily contain indications of the dimensionality of these data. It is allowed to indicate the total dimension of the data above the table. The numbers in the columns of the tables are arranged so that the scales of the numbers in the entire column are exactly one below the others.

If the table is compiled on the basis of own research, then this must be indicated in a note, but if it is borrowed from any sources, then you must make a reference to the source indicating the source number according to the list of references.

The distance between the bottom slice of the table and the text should be one spacing or one "empty line".

Sample:



Table 1 - Key economic indicators of Obis LLP for 2020—2022.

№	Indicators	Unit	Year			Change in 2021 in % to the level	
			2020	2021	2022	2021	2022
1.	Production volume	thousand tenge					
2.	The volume of realization	thousand tenge					
3.	Cost of goods	tenge					
4.	The profitability of sales	%					
5.	Product profitability	%					

Note - compiled by the author based on the source [5]

It is advisable to put a table with a large number of graphs in the application.
Scanning of graphs, charts, diagrams, tables is not allowed.

7.3. Application design

Attachments should be drawn up as a continuation of the report on its subsequent pages.

All attachments should be referenced in the text of the report. Applications are arranged in the order of links to them in the text.

Each appendix should start on a new page with the word "Appendix" and its number at the top right of the page.

The application should have a title that is written symmetrically relative to the capitalized text on a separate line.

The application number is given without the "No." sign. Example: Appendix 1

Applications should share sequential pagination with the rest of the report.

Notes are included in the report when clarification or reference is required to the content of text, tables, or graphics. "Note" should be capital sized from a paragraph in a row', without underlining. If there is only one note, then a dash is placed after the word "Note" and the note is printed with a capital letter. One note is not numbered. Several notes are numbered in Arabic numerals without a dot. A note to the table is placed at the end of the table above the line indicating the end of the table.

Formulas and equations should be separated from the text on a separate line. Above and below each formula or equation must be left at least one free line. If the equation does not fit on one line, then it must be wrapped after the equal sign (=) or alter arithmetic and mathematical signs to another line. Explanations of the meanings of symbols and numerical coefficients should be given directly under the formula in the order in which they are given in the formula. The sign of each character and numerical coefficient should be given on a new line. The first line of the explanation begins with the word "where" with a colon. Formulas should be numbered in sequential numbers throughout the entire work in parentheses in the rightmost position on the line.

Formula design example:

$$n = \frac{t^2 \sigma^2 N}{t^2 \sigma^2 + \Delta^2 N}, \quad | \quad \underline{\underline{(1)}}$$

where: t —confidence coefficient, depending on the probability (p) with which it can be guaranteed that the marginal error does not exceed t - a multiple of the average error;

n²—variance of the trait under study;

f_i — marginal (specified) sampling error;

N — number of units in the studied (general) population.

References to the sources used should be given in square brackets (for example, [1, p. [5]). In case of repeated reference to the same source in square brackets, in addition to the serial number of the



source, the corresponding page is put down.

The list of definitions, designations and abbreviations, conventions, symbols, units of physical quantities and terms should be arranged in a column. In the order of mention or in alphabetical order, abbreviations, conventions, symbols, units of physical quantities, terms are given on the left. their detailed decoding on the right.

Information about the sources used should be arranged in the order in which the references to the sources appear in the text of the report, numbered with Arabic numerals without a dot, and printed with paragraph indentation.

Design of reference list

Reference list

1. Джанджугазова Е.А. Маркетинг в индустрии гостеприимства: учебное пособие. — М.: Академия, 2005. — 224 с.
2. Роберт Кристи Милл «Управление персоналом». 2012.-536с.
3. Усов В.В. Организация производства и обслуживание на предприятиях, общественного питания.- М.: «Проф» ОБР.Издательство, 2002.-141с.

8 The order of the report presentation on industrial internship for students of EP 6B11188 – «Tourism and Event Management

Trainees must register on the Beam.kz platform, complete their profile and resume 100%.
Beam.kz registration link (<https://beam.kz/>)

Link to instructions on the registration process:

https://www.youtube.com/watch?v=9z2Zj4V_xxI

Link to instructions on how to fill out your profile/resume:

<https://www.youtube.com/watch?v=4NTPJvg4BEw>

Link to general instructions for using the platform:

<https://www.youtube.com/watch?v=7CZ5MKjrdAw>

At the end of the internship, the student forms a report on the Beam portal, which should systematize all the materials collected during the internship and reflect its main results. Before that, students should upload the reports on One Drive (Appendix 2), to get checked by the academic advisers.

Moreover, the electronic diary of industrial practice has to be filled on the portal according to the schedule (Appendix 2), and the notice of arrival at the place of practice, certified by the EDS of the head of the enterprise.

A diary of industrial practice. certified with the seal of the enterprise, is attached to the report. The report of the industrial practice is reviewed by the head of the practice from the enterprise, who gives a short review, noting the level of theoretical and practical training of the student, his attitude to work, adherence to labor discipline.

The academic adviser reviews the report for compliance with section 6 of the Industrial Practice Program and gives an opinion on admission to present.

The presentation of the industrial internship report is carried out in front of a commission appointed by the dean of the school.

Based on the results of the report presentation on industrial practice, an assessment is given according to the point-rating letter system. The quality of implementation and report design will be taken into account as well as the meaningfulness of the answers to the questions of the members of the commission.

Students who did not complete the internship program for unreasonable reasons or received an unsatisfactory mark on the presentation of the internship report may be left for a second course as having academic debt.



Evaluation criteria

№	Evaluation criteria	Maximum scores
Requirements for compliance with the schedule of delivery of completed works		10
Requirements for presentation design		
1	Design - the use of a single design style, adequate presentation of text material, readability of the text against the background of the presentation slide	5
2	Structuring the material (goals and objectives, main conclusions, proposals and recommendations)	10
3	Compliance of the analysis with the subject of practice	10
4	Bringing reliable and relevant facts on the subject with links to sources	10
5	Concise and brevity or presentation, maximum information content of the text / material according to the stated topic	10
6	Justification and rationality of the use of demonstrative material	10
Public speaking requirements		
7	Verbal techniques: public speaking, loudness and clarity of speech, absence of parasitic words, emotionality	15
8	Completeness of answers to the questions of the commission and their argumentation	20
ИТОГО:		100



Appendix 1

Sample title page design



**EI «ALMATY MANAGEMENT UNIVERSITY»
HOSPITALITY AND TOURISM SCHOOL**

REPORT

on pre-diploma practice

(based on materials from Zharat LLP, Royal Tulip hotel)

Specialty 6B11188 – «Tourism and Event Management

Submitted by

Student

№__ group name

(student signature)

Full name

Enterprise head of practice

(organization)

(position)

(signature)

Full name

School head of practice:

academic degree, scientific

title

(signature)

Full name



Almaty, 2023

Appendix 2

Report submission schedule

№ п/п	List of works to be completed (studied) in accordance with the program of pre-diploma practice	Timeframe for the completion of the program of pre-diploma practice		Practice head signature and date
		start	completion	
1	Introduction (general information about the practice base, purpose and objectives of the practice)	03.01.2024	10.01.2024	
2	Main part of the report	11.01.2024	17.01.2024	
3	Conclusion	18.01.2024	21.01.2024	
4	Uploading the final version of the report on the portal	22.01.2024	22.01.2024	

The One Drive to upload the reports: https://almau.edu-my.sharepoint.com/:f/g/personal/d_tulemissova_almau_edu_kz/EtEtSq_jpbFDiHvSmPxIWEABHvdPXEGtc9q_FwDJpaaH7w?e=LmC0Ge