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**Pilot courses in Practice Enterprise to implement the University-
Enterprise Cooperation for the development of Caspian Area
PICASP**

Interim Report

Elvira Zhangozhayeva

Aktau 18.11.2024



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YESSENOV UNIVERSITY



PICASP Erasmus + Project

OVERVIEW



YESSENOV UNIVERSITY HAS STARTED AND IMPLEMENTED ACTIVITIES ACCORDING THE WORKING PLAN;



COLLABORATION WITH CONSORTIUM PARTNERS IS ESTABLISHED AND REGULAR;



TEAM IS CREATED CONSISTING FROM ACADEMIC AND ADMINISTRATIVE STAFF;



SUPPORT FROM ADMINISTRATION OF UNIVERSITY IS SOLID AND COMPREHENSIVE;



FORMAL AGREEMENTS SIGNED AND FINANCING WAS GIVEN FOR 2 INSTALLMENT;



KEY STAKEHOLDERS IN KZ ARE ALSO ASSISTING PROJECT

Administrative
and teaching
staff of
Yessenov
University

Seialiyev A.A - Vice President for
Research and Development



Gusmanova A.A. - Dean of the faculty



Zhangozhayeva E.T.



Nizamatdinova Zh.S.



Aidarbayeva A.S.



Aitbay Zh.S.



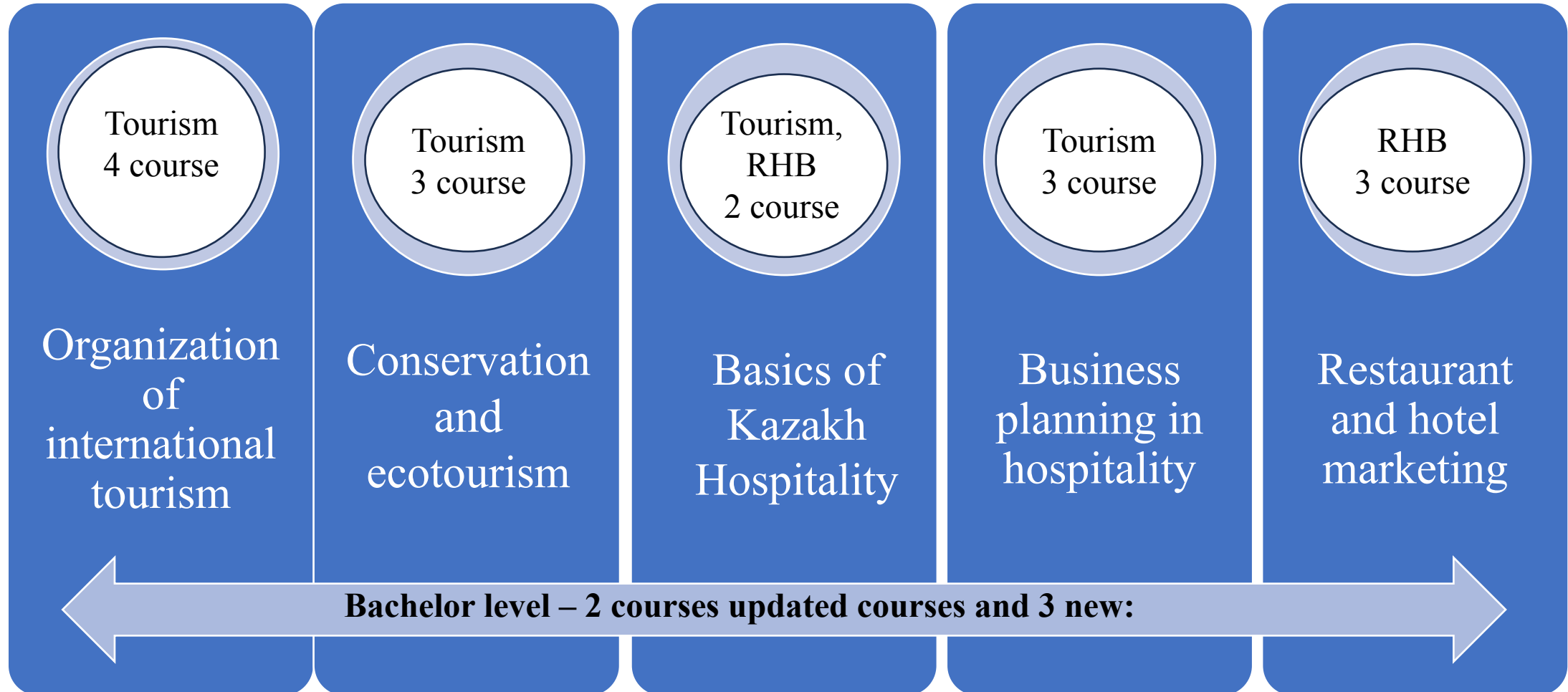


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**The directions of implementation:
Courses selected by YU and approved at bachelor level**





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As part of the
project, 5 MOOCs
were planned.
They're all ready



Basics of Kazakh Hospitality-completed
Restaurant and hotel marketing – completed
Organization of international
tourism-completed
Conservation and ecotourism-completed
Business planning in hospitality-completed





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Round tables with employers: Within the framework of the project, round tables were held with employers in the field of tourism, restaurant business and hotel business of the Mangystau region.

12/05/2021

1. Deputy Director of the Chamber of Entrepreneurs "Atameken" in Mangistau region Aitzhanova Akku
2. Staff Development Manager of the Rixos Water World Aktau Hotel - Maratova Asem
3. Director of the travel company "362 plus" - Dzhumashev Yerlan;
4. Deputy Head of the Department of Tourism in Mangystau region-Omarova Gulsym
<https://yu.edu.kz/novosti-picasp>



11/02/2022

1. Deputy Head of the Department of Tourism in Mangystau region-Omarova Gulsym
2. HR Manager of the Rixos WaterWorld Aktau Hotel – Durkenbayeva Gulzira
3. Manager of the tourist company “Tourist» – Aigul
4. Director of the tourist company «Aya Travel» - Karazhigitova Zhanna
5. Director of the tourist company «Samga Travel» - Elemesova Aidana
<https://yu.edu.kz/novosti-picasp>





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Round tables with employers: The project organizes round tables with employers in tourism, restaurant and hotel Mangystau region



1. 13/10/2023 Director of the travel company "Sapar Time" - Zhumasilov Talgat;
<https://www.instagram.com/p/C0TJ9OKo3Hg/?igsh=MXNsenFsd2E1NWY0bA>
==
2. 02/11/2023 Staff Development Manager of the Rixos Water World Aktau Hotel – Turusheva Gulzira
3. 06/02/2024 Deputy Head of the Department of Tourism in Mangystau region-Omarova Gulsym



e Holiday





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Organization and participation in meetings on the project consortium:



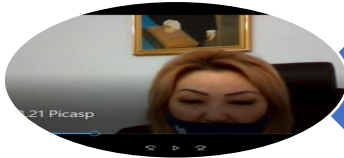
PICASP Off-line Meeting –UIB staff, 18 Jan 2021, Organizer: University of International Business (Kazakhstan)



Pre-Kick-off Meeting Agenda, February 8, 2021, Organizer: Università degli Studi “G. D’Annunzio” Chieti-Pescara,
<https://zoom.us/j/99006154651?pwd=U3ZnWFE1eXRIekNZT1RjUk4ybEZ6dz09>



Meeting with UIB – CSUTE 07.04.2021,- WP3 Quality Plan Quality Assurance Handbook,
https://zoom.us/j/3777937649?pwd=_Wdmc4ZFpMZz09cXZyM1FCd2tGcDFsZlZ



Meeting with UIB – CSUTE 07.04.2021,- WP3 Quality Plan Quality Assurance Handbook,
https://zoom.us/j/3777937649?pwd=_Wdmc4ZFpMZz09cXZyM1FCd2tGcDFsZlZ



Online Meeting 27.04.21, Organizer: Università degli Studi “G. D’Annunzio” Chieti-Pescara – Italy,
https://zoom.us/meeting/register/tJUvfuCuqT4vGNzKugngzokL_aF1zkmBWIMco



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Organization and participation in meetings on the project consortium:



prof.M.Bianchi made presentation on the Quality Assurance Handbook approach and main goals of solid quality management for the PICASP sustainability.



Round Table with Regional Enterprises on the theme «Development of entrepreneurship in the sphere of tourism», 22 June 2021, Organizer: Caspian University of technologies and engineering named after Sh. Yessenov (Yessenov University) – Kazakhstan,
https://us02web.zoom.us/j/83777764662?pwd=d2l0eVdWcFN_MRHJxT3hTYlhKUGlXQT09



Meeting with UIB – CSUTE 07.04.2023,- WP3 Quality Plan Quality Assurance Handbook,
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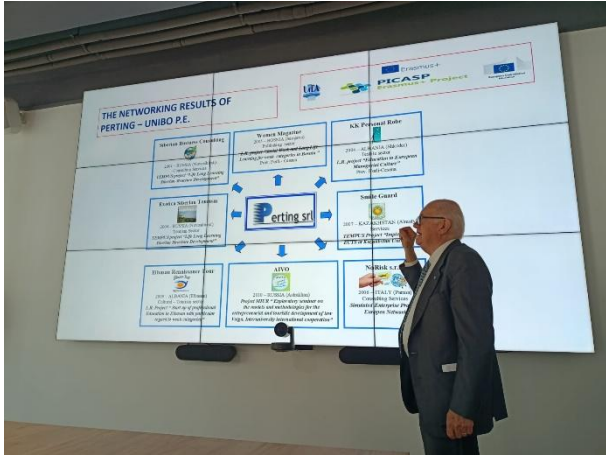


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Participation on PE workshop at Yessenov University -21-24 April 2022



The Start up of
Courses in Practice
Enterprise (round
table)



Round table with the
Didactical Staff of
Practice Enterprise



Round table for
decision-making before
starting a partnership



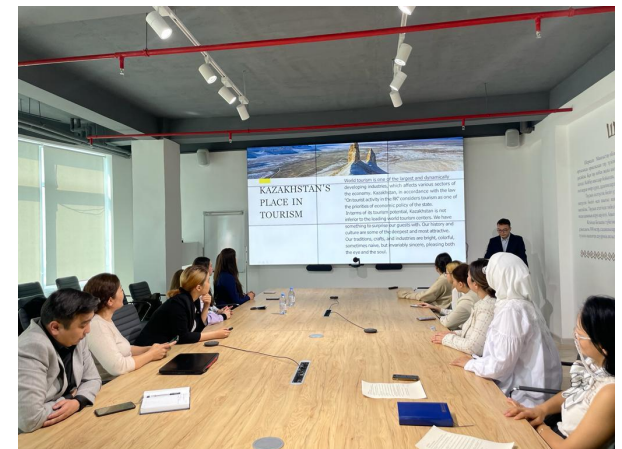
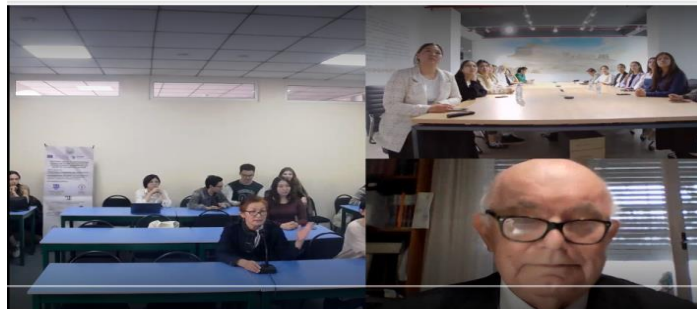
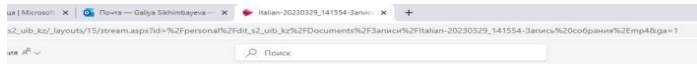


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Online PE with participation of Prof.M. Bianchi on 29 March 2023

1. Launch of PE is done online with participation of Prof.M. Bianchi on 29 March 2023
2. Preliminary talks on integration to PE is started and will be established in the frame of the project lifetime





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Participation on PE workshop at Yessenov University -6 February 2024



PICASP PROJECT
Capacity Building in the field of Higher Education - ERASMUS+ CALL
Coordinator: University "G.d'Annunzio" of Chieti-Pescara

617540-EPP-1-2020-1-IT-EPPKA2-CBHE-JP

PICASP

Pilot Courses and new didactics for teachers training in cultural tourism for the
development of Caspian Area

Agenda Cultural Heritage: Kazakh hospitality 6 february 2024

Organizer: Caspian University of Technology and Engineering named after Sh. Yessenov

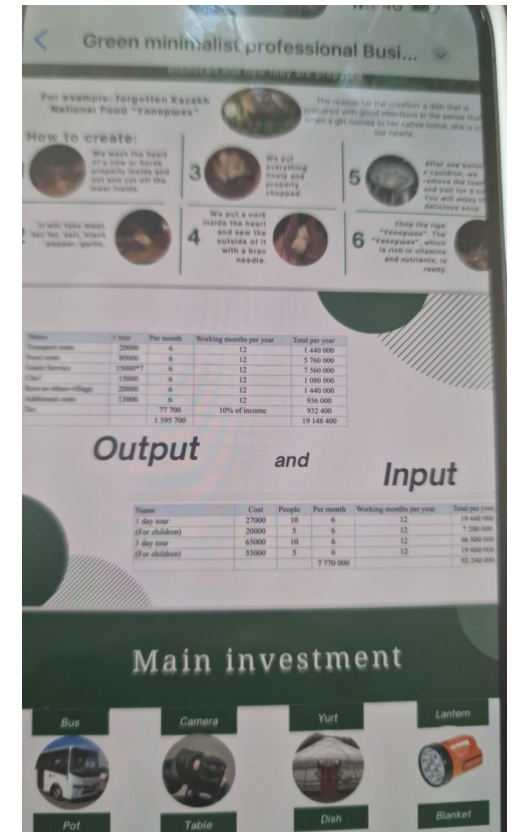
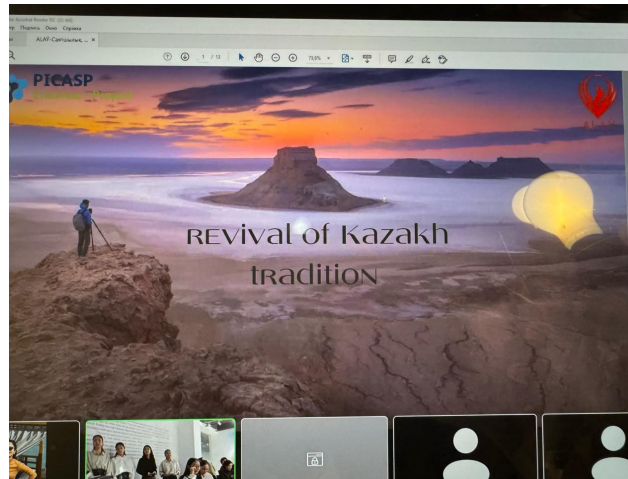
Time: 12.00-14.00 AM (CET)

Platform:
<https://us06web.zoom.us/j/84992982519?pwd=JkVwZUJvqg8d6MNIq.1>

Conference ID: 849 9298 2519
Access code: 108550

Format: combined (off& online)
Room: Sherkala, 7th floor

6 february 2024 Workshop Cultural Heritage: Kazakh hospitality		
10.00-10.10	Welcoming	Prof. A.Seidaliyev
10.10-11.30	Student's projects on Kazakh hospitality	
11.30-11.55	Q&A/Discussions	Heads of tourism organizations and the Chamber of Entrepreneurs
11.55-12.00	Wrap-up	Ass.Prof. E.Zhangozhayeva





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Meetings with students

- On September 03, 2021, the first meeting with students took place. Two streams: "Tourism" (14:00-14:50) and (9:00-9:50) study groups of 2 years of study "Tourism" and "Restaurant and hotel business"
- topic: Introduction of students to the PICASP project; **ADDITIONAL INFORMATION AND NOTES**
- The students showed a desire to participate;
- The Department of International Relations and Tourism (E.T.Zhangozhaeva) is the key contact person
- Student Application Acceptance point
- **LIST OF PARTICIPANTS** (attached list of participants) student of the Faculty of Tourism and Languages -3 courses of Kazakh and Russian languages (study streams)





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PICASP PROJECT – International Meeting and Conference 2022 12 – 17 September Rome, Chieti, Forlì





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PICASP PROJECT – International Meeting and Conference

On April 17-21, 2023, Yessenov University staff attended a workshop on «Cultural Heritage in Educational and Business Strategies» at Warsaw University in Poland as part of the ERASMUS+ PICASP project.





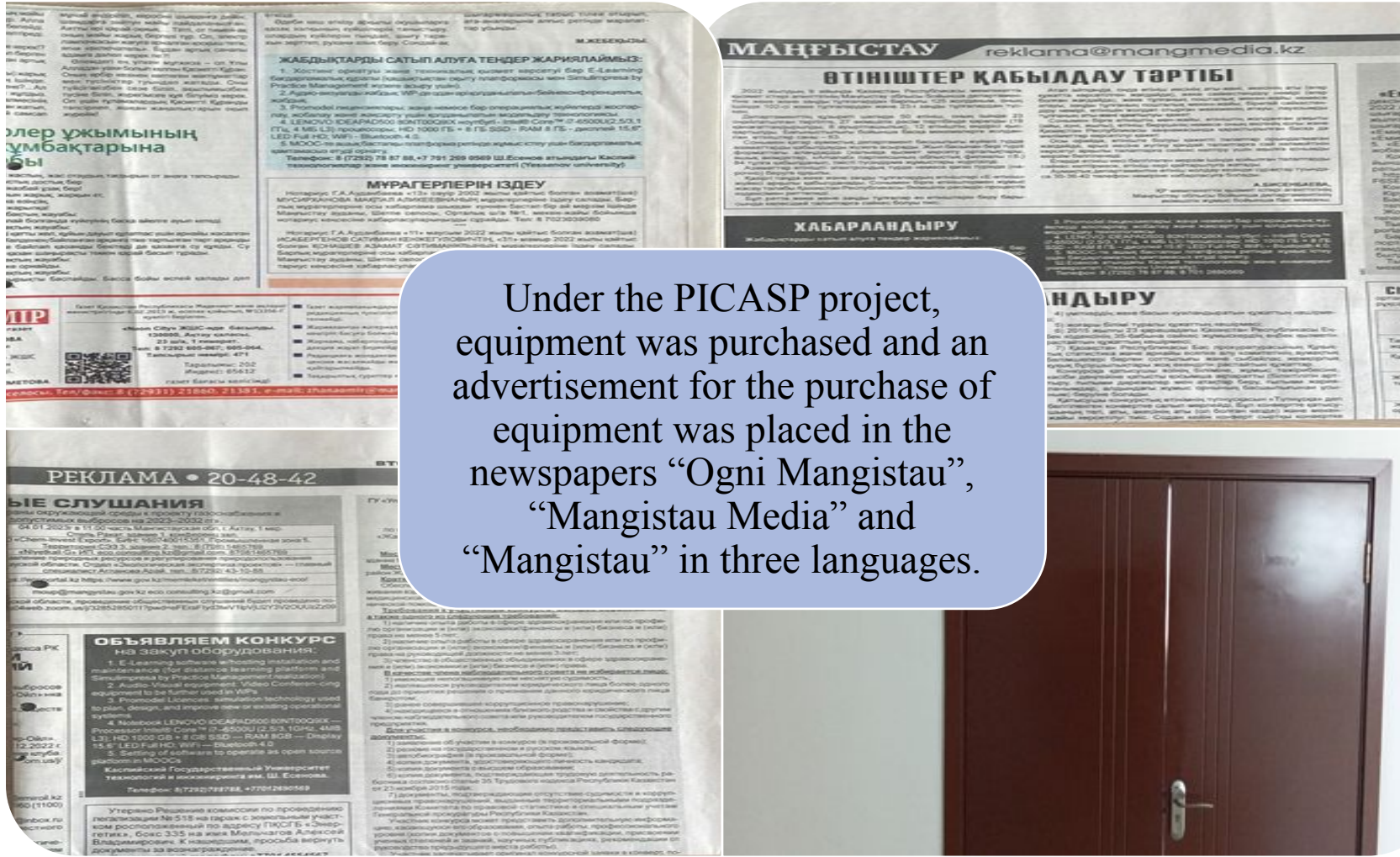
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PICASP PROJECT – International Meeting and Conference
On September 25-27, 2023, Yessenov University staff visited Vilnius within the PICASP project



Audience for students of the PICASP project



Under the PICASP project, equipment was purchased and an advertisement for the purchase of equipment was placed in the newspapers “Ogni Mangistau”, “Mangistau Media” and “Mangistau” in three languages.



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<https://yu.edu.kz/picasp/>

- The PICASP website was created on yu web-site:
- You can get the following information on the site:
- Purpose of the project
- Project partners
- List of universities included in the consortium
- Project work plan
- Events held within the framework of the project
- Project news <https://yu.edu.kz/picasp/>

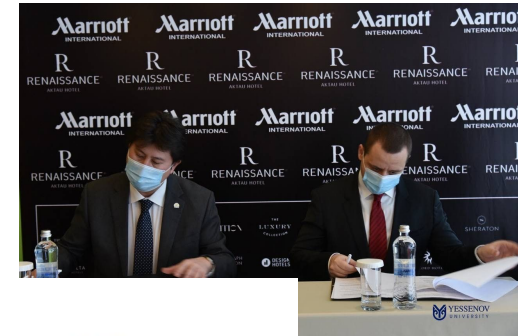




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Agreement with stakeholders: local, national and international levels



Thank you for your attention!