

PICASP PROJECT

GENERAL REPORT OF THE RESULTS OF THE PROJECT

NAME OR THE PARTNER: University of International Business (UIB)

The present General Report of the Results of the project intends to illustrate largely how many splendid results each partner has achieved and how effective has been each partner for PICASP. Therefore all the results, activities, events, links, websites, published papers, media illustrating the project are here included and also photos of the events are also showed in order to attest both the large number of events which took place locally, regionally, nationally and internationally, but also to show the large number of peoples involved in all the activities and results. A project as PICASP, with so many splendid results and such a large number of peoples involved in many events and activities is the best way to attest a capillary and wide dissemination, both online and in presence. Moreover also a large number of courses, MOOCs, PE labs, practical seminars and trips have been done within PICASP project and it is therefore important to show how many and how effective these results have been for the project and for all the involved partners.

All the activities, the events, the results are now listed and described as well as attested by photos, links and so on.

ACADEMIC COURSES ACTIVATED WITHIN PICASP PROJECT

LIST OF BA COURSES AND BRIEF DESCRIPTION

General description

The strategy for implementation of PICASP courses in UIB has been determined by several factors, which are KZ legislation in higher education, academic staff capacity, demand from local businesses, awareness of students, digital and physical infrastructure development and some others.

Key methodological approach has been defined as tuning up the coherence between UIB curricula courses and proposed PICASP courses with the goal to meet requirements both of KZ legislation in higher education and incorporation of EU value added gradually. Such balanced approach created possibilities for enhancing inputs of each modernized and new courses into overall acquired competencies of students, studying on the programs. *See table 1.*

In general, EU value added of PICASP courses into UIB curricula comprises interdisciplinary cooperation, modernization of courses aligned with labor market needs, innovative technologies, entrepreneurial vision, inclusivity and adaptability, cross-cultural interaction, green agenda and some others.

To increase the awareness of UIB students and better familiarize the target audience with PICASP goals, the special module “Cultural Heritage concept” was introduced into course “Culture Studies”. This helped to start earlier the dissemination of knowledge about PICASP among UIB students and embrace as many students as possible. As a result of that solution, annually more than 1200 students of all specialities of bachelor programs have got knowledge about the project, giving cumulative number of students up to 4500 by the end of the project. *See table 2.*

Courses to be updated in the frame of PICASP project were incorporated into UIB disciplines as an integral component-modules, sections or units – to adapt and meet requirements of KZ legislation in terms of curriculum logic as well as ECTS amount. Links to courses *see table 3*

Along with the updated courses UIB has developed two spin-off disciplines - Culture Studies and Sustainable Tourism. The former was offered with new module –Introduction to Cultural Heritage Concept- in order to provide the multidisciplinary cooperation and build the visionary approach for further teaching. The latter is a sign of acknowledgement of new trend towards green economy, becoming very attractive and even fashionable in KZ tourism industry nowadays.

In December 2023 international accreditation of PICASP courses on Bachelor Program (6B11103- Sustainable Tourism) and Master Program (7M11101-Tourism) is granted by Independent Agency for Quality Assurance in Education (IQAA - <https://www.iqaa.org/en/>).



Courses coherence								Table 1
№	UIB	ECTS	Programs/speciality	Disciplines	Year of study	PICASP	ECTS	Type of discipline
Bachelor								
1	Culture studies	4	All educational program	Basic	1	Introduction to Cultural Heritage concept		Updated/ Spin-off
2	Fundamentals of entrepreneurship activity in the restaurant and hotel business	3	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	2	Start-up of innovative SMEs	10% or ECTS	updated
3	Tourism Management	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	2	Strategy and tactics to introduce innovations in SMEs	10% or ECTS	updated
4	Regional Studies	4	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	2	Agency for the development of innovative SMEs	10% or ECTS	updated
5	National traditions and customs of people around the world	4	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	3	Marketing for innovative product and services	10% or ECTS	updated
6	Innovation management and entrepreneurship	3	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	3	Innovative SMEs Entrepreneurship and Management (3rd Cycle)	10 ECTS	new
7	Branding of TouristDestinations	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Profiling	3	Marketing for innovative product and services	10% or ECTS	updated
8	Strategic planning	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Basic	4	Financing Innovations in SMEs	10% or ECTS	updated
9	Ecotourism	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Profiling	4	Financing Innovations in SMEs	10% or ECTS	updated
10	Destination branding in the hospitality industry	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Profiling	4	Agency for the development of innovative SMEs	10% or ECTS	updated
10	MICE-туризм, индустрия деловых встреч	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Profiling	4	Agency for the development of innovative SMEs	10% or ECTS	updated
11	Sustainable tourism	5	Sustainable tourism, Hospitality Management, Management and Organization of Events	Profiling	4	Financing Innovations in SMEs	10% or ECTS	Updated/ Spin-off
Master								
12	The Start-up and Management of Innovative SMEs	5	Tourism, Management	Professional	2	The Start-up and Management of Innovative SMEs	10 ECTS	new
Students Private Enterprises								
	Private Enterprise in Cultural Heritage		4 companies/teams		2, 3		10 ECTS	new

Number of students and teaching staff						Table 2
№	UIB	ECTS	PICASP input	Students number	Teaching staff	
1	Culture studies	4	Updated /spin-off	4575	Bizhigitova K./ Zaitseva I	
2	Fundamentals of entrepreneurship activity in the restaurant and hotel business	3	updated	301	Zhakupova S	
3	Tourism Management	5	updated	245	Nussupova L.	
4	Regional Studies	4	updated	245	Petrisheva N.	
5	National traditions and customs of people around the world	4	updated	354	Zhamankulova K	
6	Innovation management and entrepreneurship	3	new	430	Zhakupova S	
7	Branding of TouristDestinations	5	updated	354	Petrisheva N.	
8	Strategic planning	5	updated	407	Zhakupova S	
9	Ecotourism	5	updated	53	Khasanova Ya.	
10	Destination branding in the hospitality industry	5	updated	430	Petrisheva N.	
10	MICE-туризм, индустрия деловых встреч	5	updated	407	Nussupova L./ Sabitova.A.	
11	Sustainable tourism	5	Updated/spin-off	364	Tanat.L.	

12	The Start-up and Management of Innovative SMEs	5	new		Isabaeva A.
	Private Enterprises in CH			34	Nussupova L.Zhakupova S.

LIST OF MASTER COURSES AND BRIEF DESCRIPTION

See General description and tables 1- 3

LIST OF ANY OTHER ACADEMIC COURSES AND BRIEF DESCRIPTION

See General description above

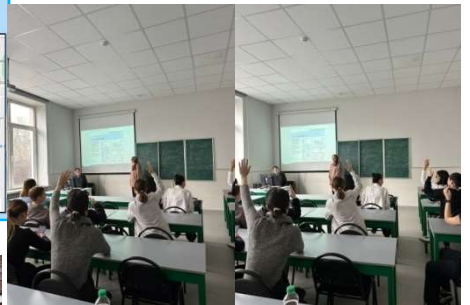
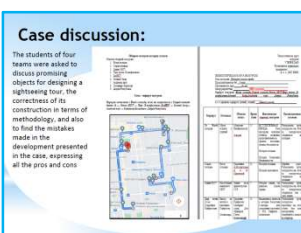
LINKS TO THE ACADEMIC COURSES

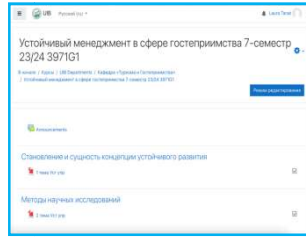
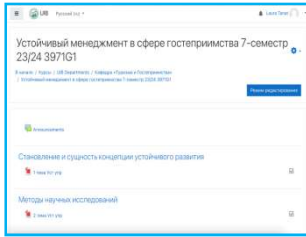
See the table 3

Link to PICASP courses				Table 3
UIB	ECTS	PICASP input	Link to Moodle	
Culture studies	4	Updated/ Spin-off	https://moodle.uib.kz/course/view.php?id=13172 https://moodle.uib.kz/course/view.php?id=13173 https://moodle.uib.kz/course/view.php?id=10713	
Fundamentals of entrepreneurship activity in the restaurant and hotel business	3	updated	https://moodle.uib.kz/course/view.php?id=5279 https://moodle.uib.kz/course/view.php?id=9159 https://moodle.uib.kz/course/view.php?id=5021 https://moodle.uib.kz/course/view.php?id=870 https://moodle.uib.kz/course/view.php?id=891	
Tourism Management	5	updated	https://moodle.uib.kz/course/view.php?id=3277 https://moodle.uib.kz/course/view.php?id=2801	
Regional Studies	4	updated	https://moodle.uib.kz/course/view.php?id=4826 https://moodle.uib.kz/course/view.php?id=106 https://moodle.uib.kz/course/view.php?id=912 https://moodle.uib.kz/course/view.php?id=5013	
National traditions and customs of people around the world	4	updated	https://moodle.uib.kz/course/view.php?id=484 https://moodle.uib.kz/course/view.php?id=482 https://moodle.uib.kz/course/view.php?id=483	
Innovation management and entrepreneurship	3	new	https://moodle.uib.kz/course/view.php?id=5037 https://moodle.uib.kz/course/view.php?id=973 https://moodle.uib.kz/course/view.php?id=963 https://moodle.uib.kz/course/view.php?id=5092	
Branding of Tourist Destinations	5	updated	https://moodle.uib.kz/course/view.php?id=5830 https://moodle.uib.kz/course/view.php?id=3822 https://moodle.uib.kz/course/view.php?id=2619	
Strategic planning	5	updated	https://moodle.uib.kz/course/view.php?id=4624 https://moodle.uib.kz/course/view.php?id=225 https://moodle.uib.kz/course/view.php?id=1233 https://moodle.uib.kz/course/view.php?id=1231 https://moodle.uib.kz/course/view.php?id=1232	
Ecotourism	5	updated	https://moodle.uib.kz/course/view.php?id=230 https://moodle.uib.kz/course/view.php?id=251	
Destination branding in the hospitality industry	5	updated	https://moodle.uib.kz/course/view.php?id=642 https://moodle.uib.kz/course/view.php?id=3823 https://moodle.uib.kz/course/view.php?id=648 https://moodle.uib.kz/course/view.php?id=4713	
MICE tourism – business meeting industry	5	updated	https://moodle.uib.kz/course/view.php?id=4760 https://moodle.uib.kz/course/view.php?id=249 https://moodle.uib.kz/course/view.php?id=4956 https://moodle.uib.kz/course/view.php?id=229	

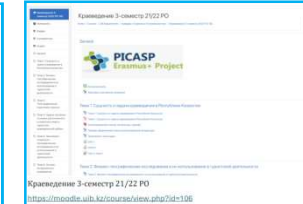
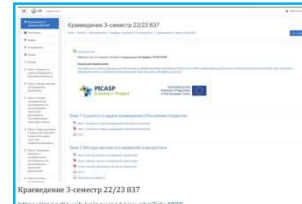
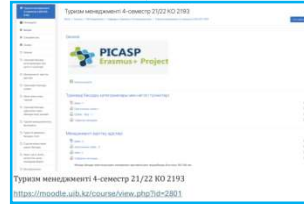
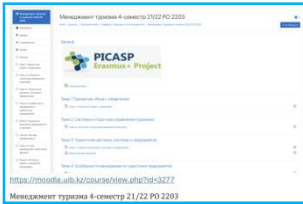
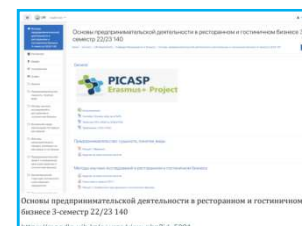
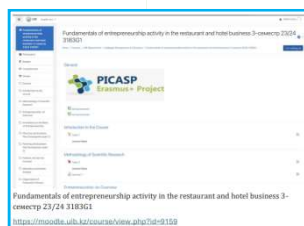
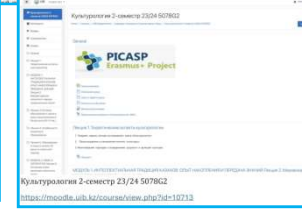
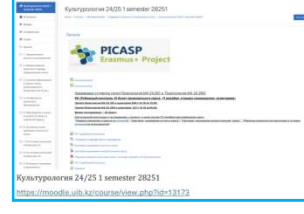
Sustainable management in tourism/in hospitality	5	Updated/ Spin-off	https://moodle.uib.kz/course/view.php?id=4976 https://moodle.uib.kz/course/view.php?id=4958 https://moodle.uib.kz/course/view.php?id=4883 https://moodle.uib.kz/course/view.php?id=2680
Tour operating	4	updated	https://moodle.uib.kz/course/view.php?id=662 https://moodle.uib.kz/course/view.php?id=4981 https://moodle.uib.kz/course/view.php?id=4980
The Start-up and Management of Innovative SMEs	5	new	https://moodle.uib.kz/course/view.php?id=4625 https://moodle.uib.kz/course/view.php?id=9884

EVENTUAL PHOTOS OR SCREENSHOTS OF THE COURSES





Case-study “Environmental catastrophe as a tool for attracting tourists. Case of the dried-up Aral Sea”



MOOC COURSES ACTIVATED WITHIN PICASP PROJECT

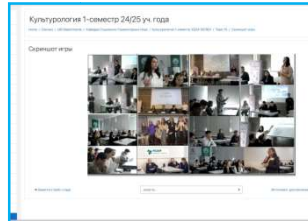
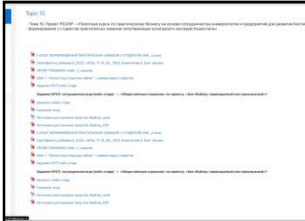
LIST OF THE MOOC COURSES
List of MOOC courses corresponds with regular Bachelor and Master courses. Blended learning format is structured as 50/50

division between on-line and in-class teaching

LINKS TO THE MOOC COURSES

See table 3

PHOTOS AND SCREENSHOTS OF THE COURSES



NOTES

PE LABS & COURSES ACTIVATED WITHIN PICASP PROJECT

LIST OF THE PE LABS AND COURSES

Laboratory is created in the frame of the project – classroom #321. It is used for daily activities of students with the purposes of development of PE. The equipment funded by the project is installed in the lab.

LINKS TO THE PE LABS AND COURSES

Courses taught in the frame of PE:

www.moodle.uib.kz

1. Start-up of the company and business;
2. Business plan development;
3. Marketing strategy –reaching target markets;
4. Sustainability of the business;

PHOTOS AND SCREENSHOTS OF THE PE LABS AND COURSES



NOTES

PRACTICAL LABORATORIES ORGANISED WITHIN PICASP

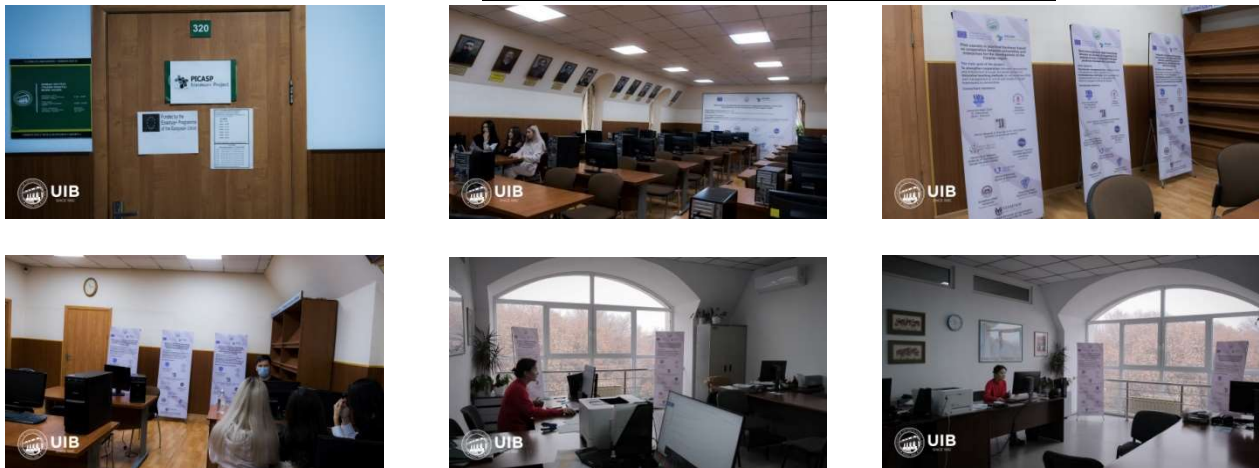
LIST OF THE PE LABS AND SEMINARS

Two laboratories are organized and equipped in the frame of PICASP- classrooms#320 and #321

Both are involved in activities conducted during the life-time of the project- workshops, seminars, webinars, round tables.

LINKS if any

PHOTOS OF THE STUDENTS DURING THE LABS AND SEMINARS



NOTES

NATIONAL TRAINING EVENTS AND MEETINGS WITHIN PICASP

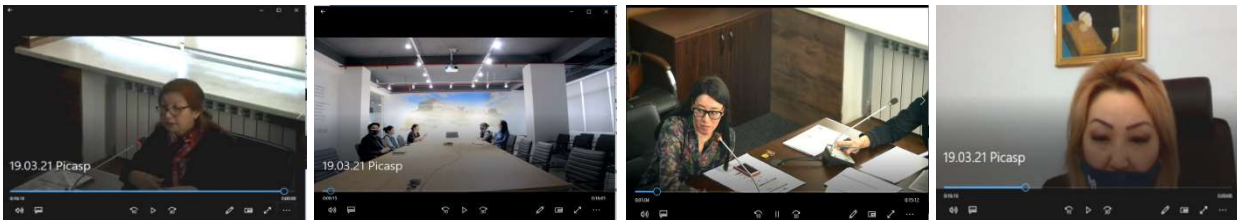
LIST AND DATES OF THE EVENTS

1. On-line workshop “Strategy for implementation of PICASP in KZ universities: UIB and CSUTE” via zoom platform, 19 March 2021;

LINKS if any: <https://uib.edu.kz/uib-picasp-news/>

PHOTOS to the events showing the participants

1. On-line workshop “Strategy for implementation of PICASP in KZ universities: UIB and CSUTE” -19 March 2021;



Video:

<https://www.youtube.com/watch?v=7YkJ5UShims>

NOTES

INTERNATIONAL TRAINING EVENTS WITHIN PICASP

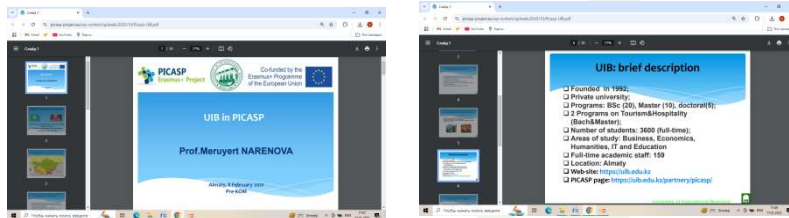
LIST AND DATES OF THE EVENTS

1. On-line pre-kick-off meeting “Presentation of UIB in the frame of PICASP” -24 February, 2021;
2. On-line meeting on “Implementation of Quality Plan” -7 April 2021;
3. On-line meeting “Presentation of UIB’s courses on Cultural Heritage” - 27 April 2021;
4. Joint webinar of UIB, CSUTE & SERINAR on Practice Management– 29 March 2023 , Almaty, Aktau, Bologna
5. Consultation session with UIB staff on teaching PE course – -21 April 2023, Almaty
6. Webinar “Didactics of Teaching Cultural Tourism Courses” – 22 June 2023;
7. Webinar “Short-term courses on Cultural Heritage ” -22 November 2023

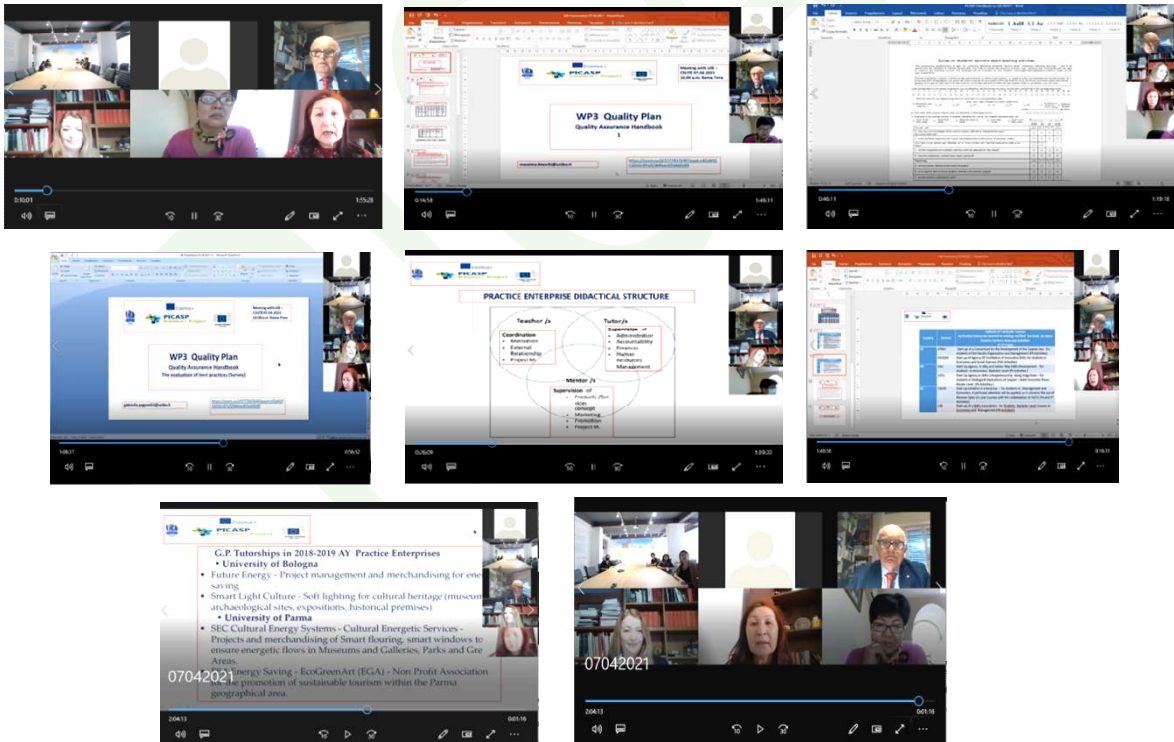
LINKS if any: <https://uib.edu.kz/uib-picasp-news/>

PHOTOS to the events showing the participants

1. On-line pre-kick-off meeting “Presentation of UIB in the frame of PICASP” -24 February, 2021

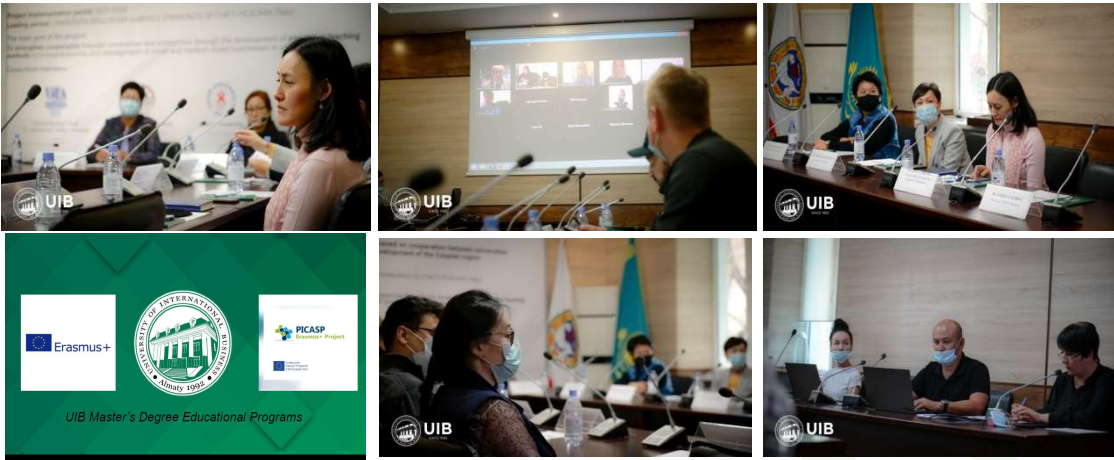


2. On-line meeting on “Implementation of Quality Plan” -7 April 2021



Video: <https://www.youtube.com/watch?v=kNjdjnmob40>

3. On-line meeting “UIB courses on Cultural Heritage” - 27April 2021



4. Joint webinar of UIB, CSUTE &SERINAR on Practice Management– 29 March 2023 , Almaty, Aktau, Bologna



Link:

https://www.canva.com/design/DAFQJVKFrww/GBRDg06ZtYLyomkr61nqmQ/view?utm_content=DAFQJVKFrww&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

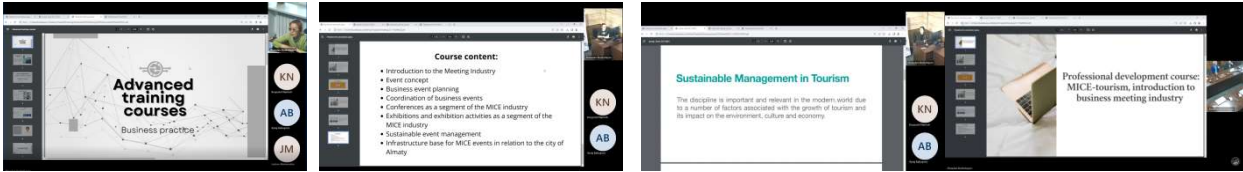
5. Consultation session with UIB staff on teaching PE course – -21 April 2023, Almaty



6. Webinar “Didactics of Teaching Cultural Tourism Courses” – 22 June 2023



7. Webinar “Short-term courses on Cultural Heritage ” -22 November 2023



Video: <https://www.youtube.com/watch?v=uFoxEjZPSJc>

NOTES

NATIONAL EVENTS FOR DISSEMINATION WITHIN PICASP

LIST AND DATES OF THE EVENTS

1. Banners, roll-ups and leaflets for facilitation of PICASP events –May-July 2021; October 2023;
2. Workshop”Introduction to the PICASP Project” for students Hospitality&Tourism specialities, 2-3 year of study- 7 December 2021- Prof.M.Narenova;
3. Webinar “Introduction to the PICASP Project” for students of all specialities via Platform Teams, 1 year of study- 15 December 2021- Prof.K.Bizhigitova;
4. Practical study tour to National Park “Tamgaly Tas”-17 April 2022 –Prof.A.Makhmetova, Prof. K.Bizhigitova,Prof. I.Zaitseva, Dr. V.Novozhenov, Dr.A.Rogozhinsky, Dr.K.Khafizova;
5. The situational role-playing game:“Public hearings on the Kok-Zhailau project”- 28 February 2023-Prof.K.Bizhigitova, Prof.I.Zaitseva;
6. Practical Forum with KZ entrepreneurs “The Sacred Geography of Kazakhstan: Present and Future”- 16 March 2023, Almaty;
7. Eco-Marathon “Investing in People, Planet and Prosperity” – 21 August – 12 November 2023, Almaty and Almaty, East Kazakhstan, Zhetysu and Zhambyl regions;
8. Scientific Practical Conference “Knowledge for Future: Students and Experts on the Principles of Sustainability ” – 5 October 2023, Almaty

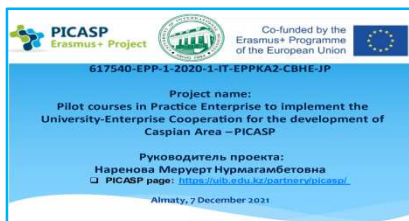
LINKS if any: <https://uib.edu.kz/uib-picasp-news/>

PHOTOS to the events showing the participants

1. Banners, roll-ups and leaflets for facilitation of PICASP events –May-July 2021; October 2023

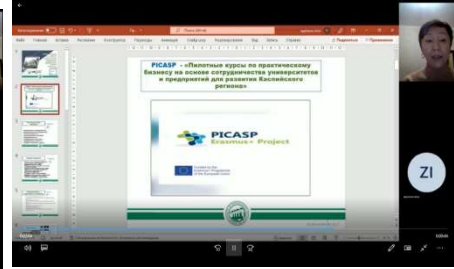
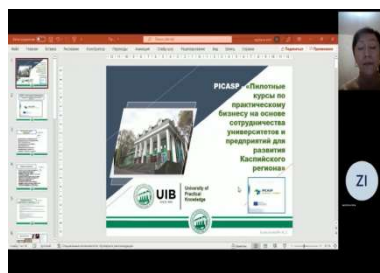


2. Workshop ”Introduction to students to the PICASP Project”- 7 December 2021





3. Webinar “Introduction to the PICASP Project” for students of all specialities , 1 year of study- 14 December 2021- Prof.K.Bizhigitova



Video:



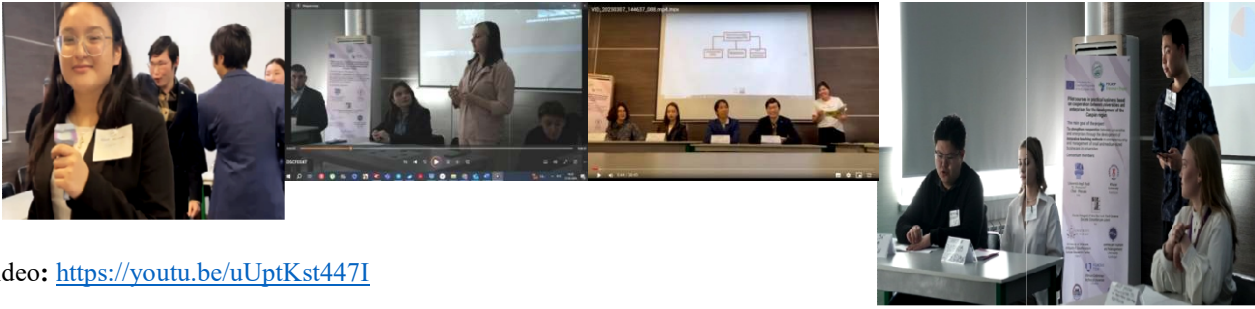
VIDEO-2021-12-14-12-19-10.rar

4. Practical study tour to National Park “Tamgaly Tas”-17 April 2022- Tamgaly, Almaty region



5. The situational role-playing game: “Public hearings on the Kok-Zhailau project”- 28 February 2022





Video: <https://youtu.be/uUptKst447I>

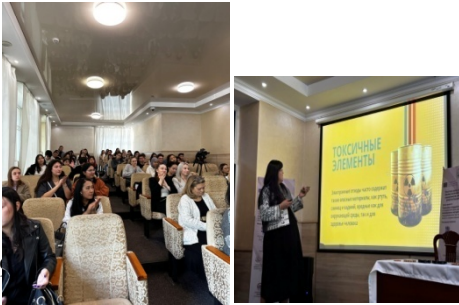
6. Practical Forum with KZ entrepreneurs “The Sacred Geography of Kazakhstan: Present and Future”- 16 March 2023, Almaty



7. Eco-Marathon “Investing in People, Planet and Prosperity” – 21 August – 12 November 2023, Almaty city and Almaty, East Kazakhstan, Zhetysu and Zhambyl regions;



8. Scientific Practical Conference “Knowledge for Future: Students and Experts on the Principles of Sustainability” – 5 October 2023, Almaty



NOTES

INTERNATIONAL EVENTS FOR DISSEMINATION WITHIN PICASP

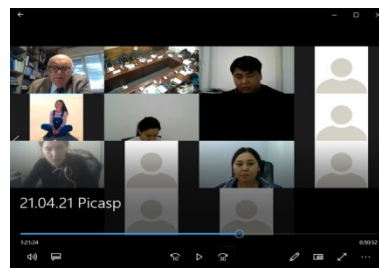
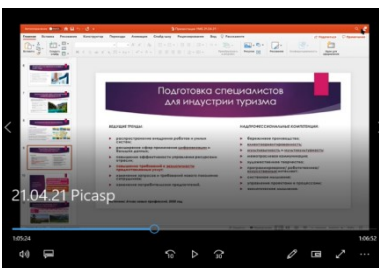
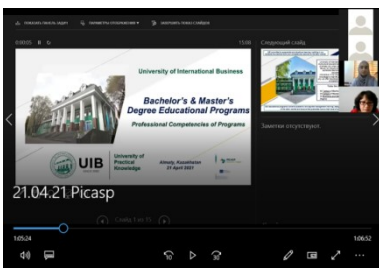
LIST AND DATES OF THE EVENTS

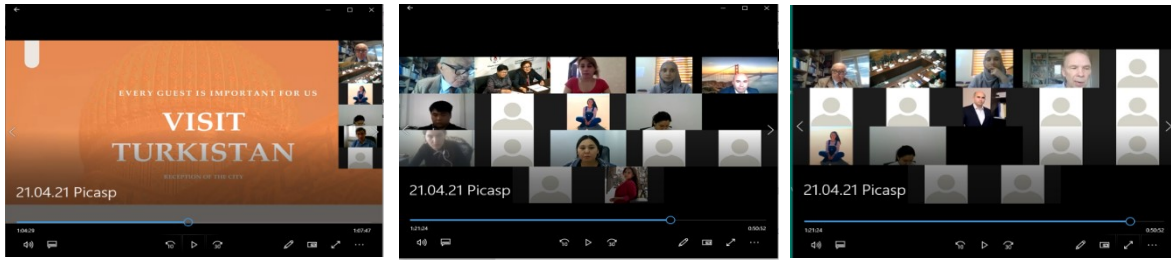
1. Round Table with KZ businesses “Modern professional competencies in tourism industry”(off-line&on-line format) - 21 April 2021;
2. RT with KZ businesses “Modernization of courses aligned with labor market needs” (off-line&on-line format) - 11 August 2021;
3. Workshop on Practice Enterprise Concept - UIB&SERINAR- 19 April 2022, Almaty;
4. International Conference “New Economic Policy in Kazakhstan: Realities and Prospects”- 20 April 2022, Almaty;
5. Workshop on Practice Enterprise Concept in Yessenov University - UIB&SERINAR- 21-22 April 2022, Aktau;
6. International Centre for the Upoachment of Cultures under the Auspices of UNESCO (ICRC): II International Summer School for educators of Central Asia, Russia, Azerbaijan “Education Quality and Rapprochement of Cultures. Development of Intercultural Competencies in Education- - 10-12 August 2022, Almaty – Prof.K.Bizhigitova and Prof.I.Zaitseva
7. International Conference “Trajectories of Kazakhstan’s development in the context of global challenges” -20 April 2023- Almaty;
8. Joint UNIBO-UIB benchmarking webinar on students’ Private Enterprise -21 April 2023 , Almaty-Bologna
9. Students’ Culture Fest “Nauryz ” -21 April 2023 Almaty;
10. Round Table with PEN Network: “Students’ Private Enterprises in UIB: Experience, Challenges and Prospects” – 27 June 2023;
11. International Scientific Conference Proceedings “Kazakhstan in the Period of Global Transformation: Challenges and Opportunities”- 2024;
12. Working Meeting in Kazakhstan- 18-24 November 2024- Aktau, Almaty

LINKS if any: <https://uib.edu.kz/uib-picasp-news/>

PHOTOS to the events showing the participants

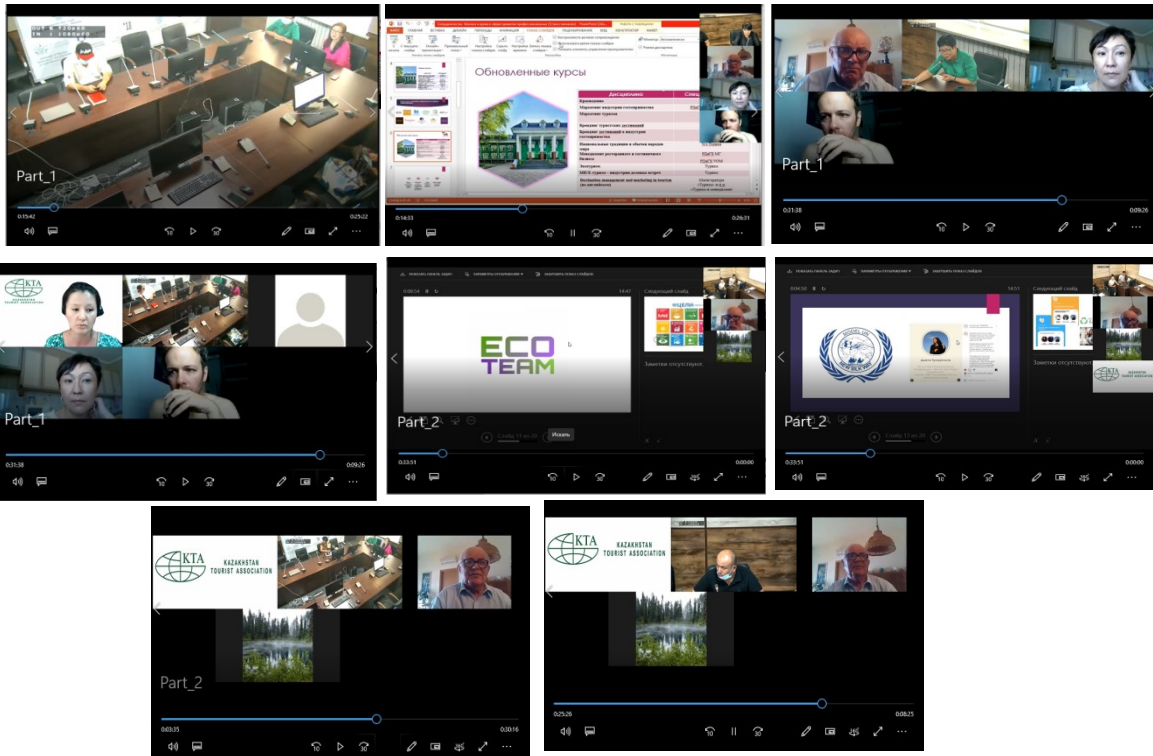
1. Round Table with KZ businesses “Professional competencies in tourism industry” - 21 April 2021





Video: <https://www.youtube.com/watch?v=5e-IOqegPNE>

2. RT with KZ businesses “Modernization of courses aligned with labor market needs” - 11 August 2021



Video: <https://www.youtube.com/watch?v=T-ROwXhQWN8>

Full video:



11.08.2021_Part_1.mp4



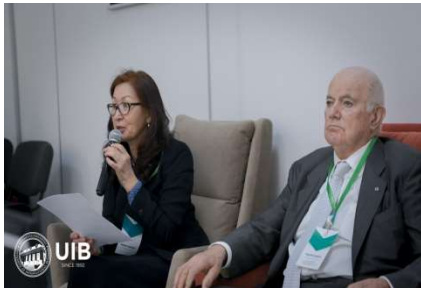
11.08.2021_Part_2.mp4

3. Workshop on PE Concept –UIB&SERINAR- 19 April 2022, Almaty





4. International Conference “New Economic Policy in Kazakhstan: Realities and Perspectives”- 20 April 2022, Almaty



5. Workshop on Practice Enterprise Concept in Yessenov University - UIB&SERINAR- 21-22 April 2022, Aktau



6. UNESCO Summer School for educators -10-12August 2022, Almaty



7. International Conference “Trajectories of Kazakhstan’s development in the context of global challenges” -20 April 2023- Almaty;



8. Joint UNIBO-UIB benchmarking webinar on students’ Private Enterprise -21 April 2023 , Almaty-Bologna



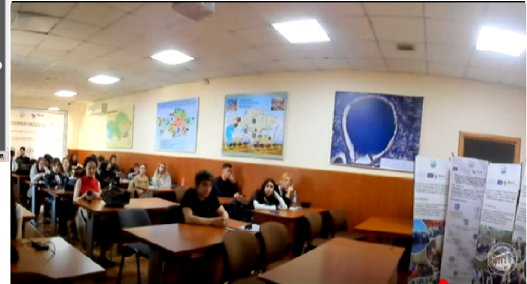
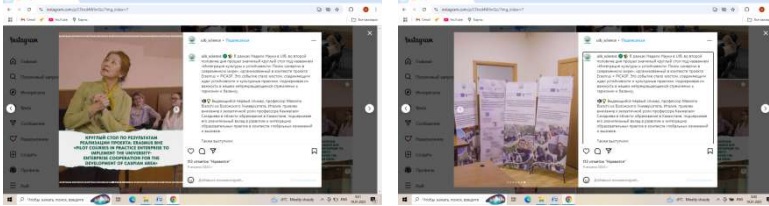
9. Students’ Culture Fest “Nauryz ” -21 April 2023 Almaty



10. On-line Round Table with PEN Network: “Students’ Private Enterprises in UIB: Experience, Challenges and Prospects” – 27 June 2023;

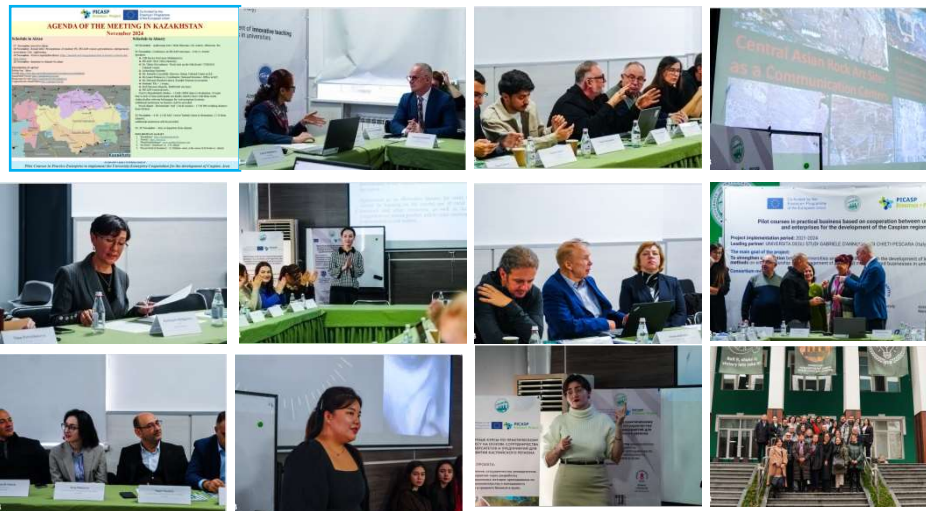


11. International Scientific Conference Proceedings “Kazakhstan in the Period of Global Transformation: Challenges and Opportunities”- 2024: at https://www.instagram.com/n/C5hzd4WImQc/?img_index=7



Video: https://www.youtube.com/watch?v=q_-dygU58F0

12. Working Meeting in Kazakhstan -18-25 November 2024- Aktau-Almaty



NOTES

SCIENTIFIC PAPERS PUBLISHED WITHIN PICASP

LIST AND DATES

2022:

1. Bianchi M. Perspectives in higher education with Innovative Didactics on Entrepreneurship. The PICASP project in UIB” Sagadiyev Readings 2022 :New Economic Policy: Realities and Prospects.International Conference Proceedings-2022:466 P.
ISBN 978-601-7605-30-8
УДК 338(574)
ББК 65(5Каз)
2. K.Bizhigitova/I.Zaitseva “Experience of the UIB students’ practical skills formation when studying the “Cultural Studies” course within the framework of the PICASP Erasmus Plus project” in Collection of articles by speakers based on materials from presentations at the International Summer School for educators from Central Asian region, Russia, Azerbaijan "Education Quality and the Rapprochement of cultures. Development of intercultural competencies in education" -August 10-12, 2022; 190 P(63-68 P):
УДК 37.00 ББК 74.00 0-72;
ISBN 978-601-08-0473-9

2024:

3. Bianchi M. “The Use of MOOCs and Practice Enterprise in University-Business Cooperation. The Case of PICASP Project for the Development of the Caspian Area and the Collaboration with UIB”- International Scientific Conference Proceedings “Kazakhstan in the Period of Global Transformation: Challenges and Opportunities”- 2024:
УДК 338 (574) ББК 65.9 (5Каз)
ISBN 978-601-7605-35-3.
4. Танат Ж.Б. Кейсы по устойчивому управлению в сфере туризма и гостеприимства: Учебно-методическое пособие /

Л.Б.Танат - Алматы, Альманахъ, 2024 - 128с. (Tanat L. Cases on Sustainable Management in Tourism and Hospitality Industry. Didactical Guide)-Almaty, Almanakh, 2024-128P.

УДК 338.48

ББК 65.433

ISBN 978-601-379-001-5

5. K.Bizhigitova/I.Zaitseva “Cultural Heritage of Kazakhstan” - in F.Khalilli,M.Huseynova “Archaeological heritage for archaeological tourism”.: “Pilot Courses in Practice Enterprise to Implement the University-Enterprise Cooperation for the Development of Caspian Area, PICASP” Co-funded by the Erasmus+ Project- Baku, 2024

LINKS if any

NOTES

JOURNAL AND MEDIA ILLUSTRATING PICASP

LIST AND DATES

1. Prof.K. Bizhigitova PR article in national newspaper “Almaty Akshamy” – 16 December 2021

LINKS if any:

<https://uib.edu.kz/uib-picasp-news/>

<https://aqshamnews.kz/kz>

SCREENSHOTS if any

- 1.Article K.Bizhigitova



NOTES

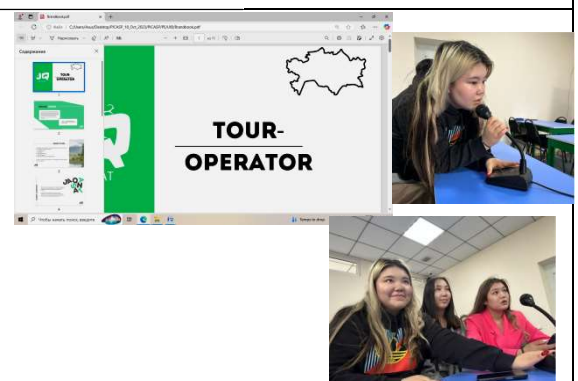
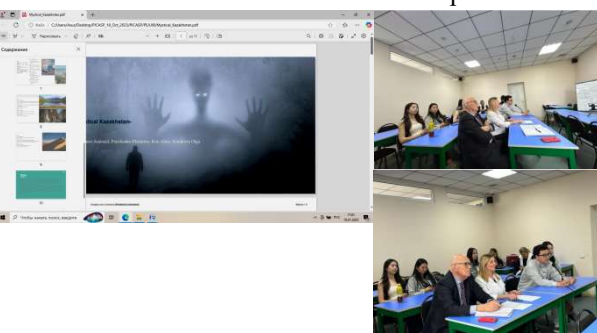
LIST OF THE PROJECTS DEVELOPED BY PICASP STUDENTS

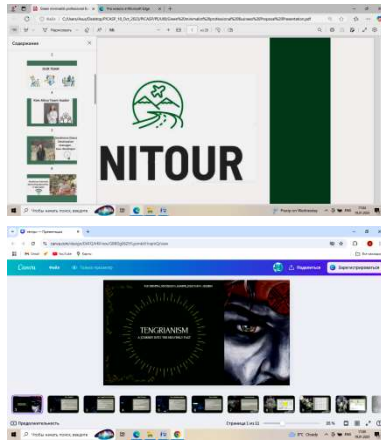
LIST AND NAMES

1. PE “Mystical Kazakhstan”-3rd year students;
2. PE “Unitour” -3rd and 4th year students;
3. PE “Zhas Qanat”- 3rd year students;
4. PE “Tengrianism”- 2nd, 3rd and 4 year students

LINKS if any

PHOTOS AND SCREENSHOTS of the presentations during meetings





NOTES

LIST OF THE NATIONAL TRIPS ORGANISED WITHIN PICASP

LIST OF THE PLACES

1. Workshop in Yessenov university- 21-22 April 2022
2. Study tour to “Tamgaly Tas” -17 April 2022
3. Visit to Shymbulak- 22 November 2024, Almaty
4. Visit to “Tanbaly Tas”-23 November 2024, Almaty region

LINKS if any

<https://uib.edu.kz/uib-picasp-news/>

PHOTOS AND SCREENSHOTS of the presentations during meetings

1. Aktau, Yessenov University



2. Tamgaly Tas



3. Shymbulak-Almaty



4. Tanbaly Tas- Almaty region



NOTES

PARTICIPATION TO INTERNATIONAL PICASP TRIPS

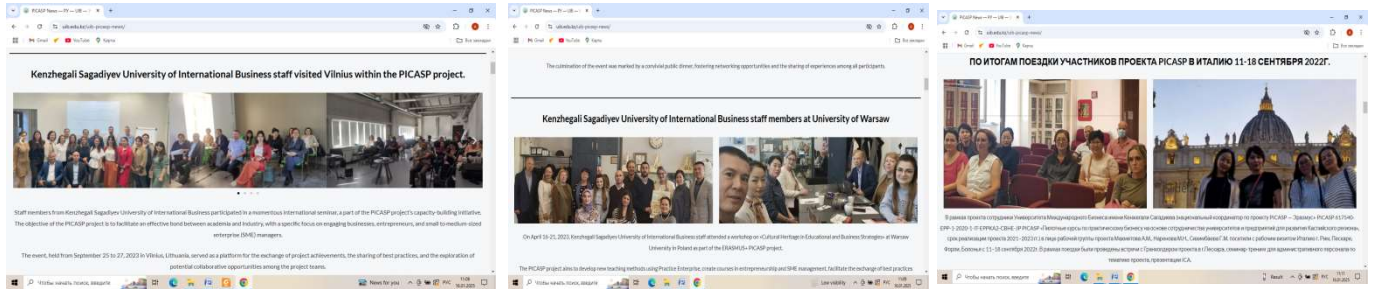
LIST OF THE PLACES

1. **Italy** (Rome-Chieti-Forli) -12-17 September, 2022: PICASP Meeting “Protection and valorization of the Italian Cultural Heritage: different approaches for different institutions. An overview of Archeological parks”;
2. **Poland** (Warsaw)- 17-21 April , 2023: Workshop “Cultural Heritage in educational and business strategies”
3. **Lithuania**(Vilnius)-25-27 September, 2023: Workshop “New Trends in Tourism and Cultural Heritage”
4. **Azerbaijan** (Baku) – 18-22 December, 2024: Workshop

LINKS if any

<https://uib.edu.kz/uib-picasp-news/>

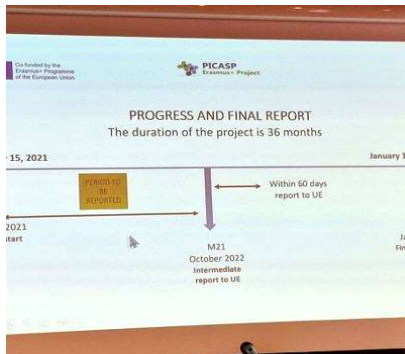
PHOTOS AND SCREENSHOTS



Rome-Chieti-Forli workshop, Sept 2022
Rome



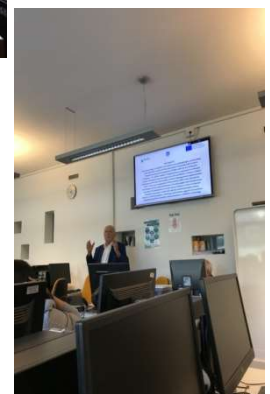
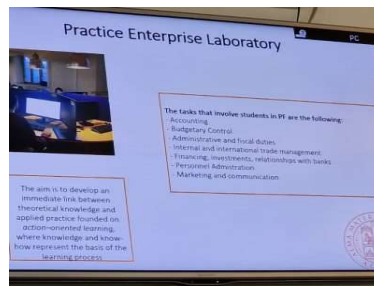
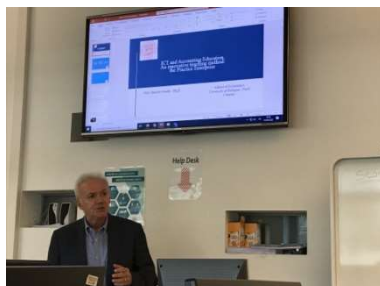
Chieti

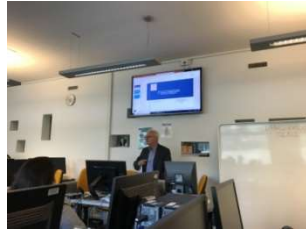


Cesena



Forli





Warsaw workshop, April 2023



Vilnius workshop, Sept 2023



Baku workshop, 2024



NOTES

PICASP ONLINE:

SOCIAL/WEBSITES ORGANISED BY THE PARTNER

LIST OF THE WEBSITES AND SOCIAL

1. UIB website;
2. PICASP site;
3. UIB Instagram

LINKS if any

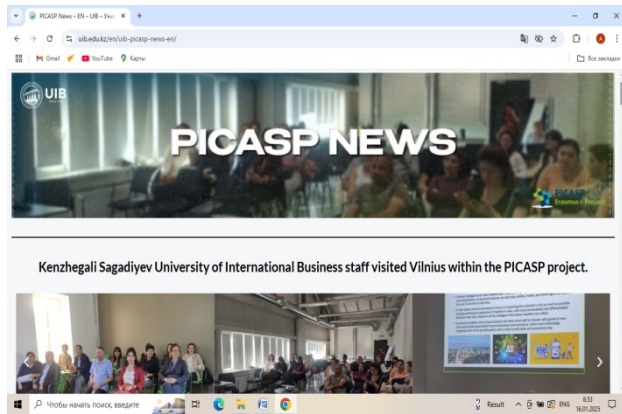
1. <https://uib.edu.kz/>
2. <https://uib.edu.kz/en/picasp-en/>
3. <https://uib.edu.kz/en/uib-picasp-news-en/>
4. https://www.instagram.com/uib_science/

PHOTOS AND SCREENSHOTS

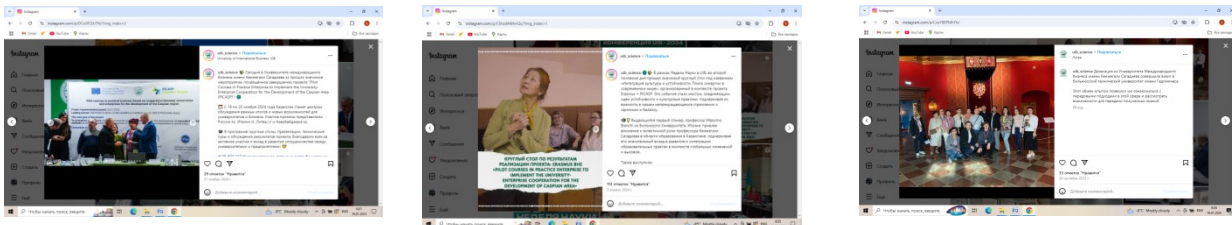
<https://uib.edu.kz/en/picasp-en/>



<https://uib.edu.kz/en/uib-picasp-news-en/>



https://www.instagram.com/uib_science/



NOTES

PICASP ONLINE: WEBINARS ORGANISED BY THE PARTNER

LIST OF THE WEBSITES AND SOCIAL

See above chapters on training and dissemination events

LINKS if any

PHOTOS AND SCREENSHOTS

NOTES

SIGNED MEMORANDUM OR AGREEMENTS

LIST

1. National Association of Entrepreneurs of Kazakhstan "Atameken";
2. Almaty branch of Atameken Association;
3. State Museum of Fine Arts named after A. Kasteev;
4. Kazakhstan Tourism Association (KTA);
5. Kazakhstan Association of Hotels and Restaurants (KAGIR);
6. Tour operator «Discover Almaty»;

7. Tour operator SKYWAY;
8. Tour operator GLOBAL AIR;
9. Tour operator SteppeSpirit;
10. The Ayusay Visitor Center
11. Kazakh Auyl EcoHotel

LINKS if any

1. <https://atameken.kz/kk/>
2. <https://almaty.atameken.kz/kk/>
3. <https://www.facebook.com/gmi.rk>
4. <https://kaztour-association.com/>
5. <https://kagir.kz/>
6. <https://www.instagram.com/discoveralmaty>
7. <https://www.skyway.kz/>
8. <https://globalair.kz/>
9. <https://steppespirit.taplink.ws/>
10. <https://qazaqnationalparks.kz/visitcenters/ausay>
11. <https://qazaquayl.com/>

PHOTOS AND SCREENSHOTS

Director of tour operator «Discover Almaty»Aknazarov A. with UIB student during the “Nomad Games, 2024”



Meeting with CEOs of Kazakhstan Tourism Association, 2023



General manager of the Ayusay Visitor Center on the Regional Forum of student youth in the field of history, local history and sacred geography, dedicated to the 30th anniversary of UIB, 16/03/2023

Representative of Mountain resort Shymbulak on the Regional Forum of student youth in the field of history, local history and sacred geography, dedicated to the 30th anniversary of UIB, 16/03/2023



Master class conducted by 4th year students at the State Museum of Fine Arts named after A. Kasteev, 2022

Round table with employers, 2024



NOTES

LOCAL, NATIONAL OR INTERNATIONALE STAKEHOLDERS INVOLVED BY THE PARTNER

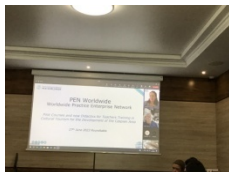
LIST:

1. National Association of Entrepreneurs of Kazakhstan “Atameken”;
2. Almaty branch of Atameken Association;
3. State Museum of Fine Arts named after A. Kasteev;
4. Kazakhstan Tourism Association (KTA);
5. Kazakhstan Association of Hotels and Restaurants (KAGIR);
6. Practice Enterprise Network PEN Worldwide

LINKS if any

1. <https://atameken.kz/kk/>
2. <https://almaty.atameken.kz/kk/>
3. <https://www.facebook.com/gmi.rk>
4. <https://kztour-association.com/>
5. <https://kagir.kz/>
6. www.penworldwide.org

PHOTOS AND SCREENSHOTS



NOTES

VIDEO ORGANISED BY THE PARTNER

LIST

1. Video was made based on the results of the business game: «Public hearings on the Kok-Zhailau project» – <https://youtu.be/uUptKst447I>

LINKS if any

SCREENSHOTS

NOTES

OTHER ACTIVITIES FOR THE PARTNER

LIST

Two case-studies are developed and implemented in the study process:

1. "Kok-Zhailau: pristine or for skiing"?(with teaching notes) – Prof.K.Bizhigitova and Prof.I.Zaitseva – for 1st year students of all specialities. KOK-ZHAILAU is a tract on the territory of the Ile-Alatau National Natural Park, located 10 kilometers from Almaty. Due to its location, the tract is considered one of the most accessible and favorite places for recreation for Almaty residents The total area of the tract is 42 thousand hectares. The territory of Kok-Zhailau is inhabited by plants and animals listed in the Red Book of Kazakhstan. In the territory of the Kok-Zhailau tract began in 2002, when the Bonita Group presented the “Zaili Alatau” resort project to Nursultan Nazarbayev, but due to the lack of an investor, the project was frozen. The project for the construction of the “KokZhailau” ski resort on the territory of the Ile-Alatau National Park

was initiated by the Akimat of Almaty in 2011. From 2011 to 2019, the confrontation between opponents and supporters of the project lasted. *See dissemination & publications chapters;*

2. “Environmental catastrophe as a tool for attracting tourists. Case of the dried-up Aral sea” –Ass.Prof.L.Tanat. The case delves into the circumstances unfolding in the Kyzylorda region, renowned globally for the ecological challenges surrounding the Aral Sea. The objective of scrutinizing this case is to advance Sustainable Development Goals (SDGs) in Kazakhstan by fostering sustainable growth within the hospitality sector. This entails tasks such as assessing the progress of sustainable tourism in the Kyzylorda region, pinpointing elements of destination sustainability, and discerning the pivotal factors affecting the attainment of SDGs. When studying this case, students acquire skills such as: resource analysis, proposal development for sustainable transformation, establish partnerships with local businesses and organizations to ensure community benefits and tourist attraction program development. *See publications chapter*

LINKS if any

PHOTOS AND SCREENSHOTS



NOTES

PICASP IN NUMBERS

HOW MANY TEACHERS AND RESEARCHERS HAVE BEEN INVOLVED:

43; tutors-14

HOW MANY STUDENTS HAVE BEEN INVOLVED:**4360**

HOW MANY STAKEHOLDERS HAVE BEEN INVOLVED BY THE PARTNER:

12

HOW MANY PEOPLES FROM THE INSTITUTION HAVE PARTICIPED TO PICASP ACTIVITIES IN NATIONAL EVENTS:**127**

HOW MANY PEOPLES FROM THE INSTITUTION HAVE PARTICIPED TO PICASP ACTIVITIES IN INTERNATIONAL EVENTS IN PERSON: **18**

HOW MANY PEOPLES FROM THE INSTITUTION HAVE PARTICIPED TO PICASP ACTIVITIES IN INTERNATIONAL EVENTS ONLINE:

133

HOW MANY PROJECTS HAVE BEEN DEVELOPED BY THE STUDENTS: **4**

HOW MANY MOOC COURSES HAVE BEEN DEVELOPED BY THE PARTNER:

12

HOW MANY PE LABS HAVE BEEN DONE BY THE PARTNER:**2**

HOW MANY PRACTICAL TRAINING HAVE BEEN ORGANISED BY THE PARTNER: **37**

HOW MANY NATIONAL TRIPS: **4**

HOW MANY INTERNATIONAL TRIPS:**4**

HOW MANY VIDEO OR DOCUFILM HAVE BEEN DONE: **16**

CONCLUSIONS

Each partner must describe here briefly how effective have been the activities within PICASP project for the institution.

1. Update UIB courses;
2. Acquire new knowledge and learn EU didactics in practice-oriented education;
3. Development students PE in CH;
4. Enhance academic network with EU and Caspian region universities.

PHOTOALBUM OF THE PARTNER

Here are included all the other photos that the partner wants to use for illustrate the results and as memory of all the numerous PICASP activities.

All included above

PICASP