



# Be Unique

Are you ready to chart your own route  
before you graduate?

## OUR PARTNERS:



## MESSAGE FROM GENERAL MANAGER

### "BE UNIQUE " PROJECT



“ If you can dream  
of being successful in  
life, it's because you can  
achieve.

Best Regards,  
Tansel Tercan, PhD  
General Manager

The tourism sector, which is defined as an essential factor in the economic prosperity of destinations and countries, as in many industries, has become one of the fastest-growing sectors, especially in recent years. Along with the desire to reach the level above prosperity, the increase in investments in the sector and the increase in tourism destinations are essential factors that complicate the competition conditions in the tourism sector. In a specific competitive environment, it is necessary to ensure customer satisfaction and improve the intention to visit again. Equipped and trained personnel are needed in the tourism sector, which offers products with a physically complex structure and whose personnel are in constant communication with the guests. The fact that it cannot meet the needs of well-equipped and trained tourism personnel worldwide is a significant problem. Although being among the preferred destinations in the tourism industry depends on having trained tourism personnel, it is also directly related to the quality of the training to be given to this personnel.

In this context, while determining educational strategies, besides scientific studies, young tourism volunteers with a talented and creative mindset should benefit and be open to development. Instead of trying to create experts in all fields, it is necessary to train individuals who are experienced in their areas and who can proactively approach possible mistakes.

We believe that the sector will come to a perfect position with the "Be Unique" team, who are educated in the Kazakh University of Technology and Business Tourism Department, and especially with these young people who are versatile, entrepreneurial, and adopt teamwork, by balancing between theoretical knowledge and practical application. As Rixos President Astana, we support the conceptual understanding of these valuable young people focused on customer satisfaction. We open our doors to provide them with a professional working environment while their education continues.

At Kazakh Technology and Business University,

## MESSAGE FROM HR DIRECTOR

**T**here is always would be an opportunity, but you still should fond a desire — this proverb clearly characterizes Our attitude towards students. We are always open to new ideas and projects. We are ready to help both in the development of the idea and with the difficulties that arise in the process of its implementation. We give students the opportunity to make a masterpiece with their own hands in modern technologies and complete freedom of thought.

I would also like to note that it is interesting and exciting to work with students who participated in the “Be Unique” project, you will learn a lot of new things, both from scientific practice and from everyday everyday life.

We express our appreciation and gratitude to you for your talent, and excellent attitude! Thus, we guarantee successful employment in our company immediately after graduation.

Thank you for your patience and the opportunity to work with you.

Best Regards,  
**Assel Sultanova**  
Human Resources Director



“ We give students the opportunity to make a masterpiece with their own hands...



“ It is important to constantly learn and learn new things. Life is daily self-development.

## MESSAGE FROM HEAD OF TOURISM DEPARTMENT

**I**n order to get what you want from life, it is important to constantly learn and learn new things. Life is daily self-development. What a pity that most people forget this and stop studying after graduation.

At the Kazakh University of Technology and Business, at the Department of Tourism and Service, successful training of professional personnel in the field of tourism and hospitality is conducted. The educational programs of the department are formed taking into account the recommendations of employers, professional standards of Atameken. Our graduates annually undergo professional certification in the Center of the Tourism and Hospitality Industry. I would like to note the fruitful and creative work with our employers, in particular with the Rixos President Astana Hotel and restaurant complex. Many thanks to Tansel Tercan, Nurfer Tercan, Assel Sultanova. Ms. Nurfer conducts very interesting classes with students, especially I would like to mention her project “Be unique”, aimed at developing personal qualities, thinking and professional vision of our students. The educational program “Restaurant business and hotel business” must necessarily have a practical basis, therefore, the Kazakh University of Technology and Business is actively developing dual training, where students will be able to study theory in classrooms and consolidate practical skills in production!

I would like to wish our partners the Rixos hotel and restaurant complex successful, fruitful activity. And to our students, victory, zeal for study, good health and new heights.

Best Regards,  
**Aliya Zhunusova**  
PHD, Head of the Department of Tourism and Service  
in Kazakh University of Technology and Business





**Rixos team:** Tansel Tercan (General Manager), Izzet Ay (Operation Manager), Gulmira Temirbekova (Guest Relations and PR Director), Assel Sultanova (Human Resources Director), Viola Li (Sales Director), Madi Moldakerim (Marketing Manager), Aizhan Kambyl (Assistant F&B Manager), Kamilla Duisenbayeva (Marketing Specialist), Dauren Shaikenov (Marketing Specialist), Shynara Nygmetova (Graphic Designer).

MISSION STATEMENT & BENEFITS

A successful internship program can provide unique opportunities for students to gain invaluable work experience and develop professional skills. An effective mission statement for a student internship in a hotel should focus on the goals of providing career-relevant knowledge to the intern and the hotel while helping to create innovative and sustainable solutions for both partners.





BENEFITS FOR THE STUDENTS

Hospitality internships provide students with an opportunity to gain hands-on exposure to the daily operations of a hotel, while simultaneously building a network with industry professionals. Whether you’re looking to pursue a career in the hospitality sector or just looking to gain some invaluable experience, here are five benefits for students that take on an internship in a hotel.

The first benefit is the chance to explore the various roles within the hospitality sector. Internships provide KazUTB students with the opportunity to try their hand at a variety of positions. All participants had a chance to work in the marketing, sales, and event departments. Moreover, as the two groups created events, they also had practice in f&b and took great notes on the workflow.

The second benefit of a hotel internship is the ability to develop invaluable hospitality skills. During the internship, KazUTB students will be able to practice how to give excellent customer service, interpersonal skills, and team management skills, especially on the 15 of December. These skills can be applied to any hospitality job and can help students to stand out when looking for a job in the industry.

The final and essential benefit of a hotel internship is the ability to get real-world experience. Since the management of Rixos President Astana provides internships, students have the chance to gain practical experience in the hospitality sector and to build a portfolio of ventures that can set them apart from other applicants. Internships are also a great way to gain connections in the industry, which can be invaluable when looking for employment opportunities.

“RIXOS CASTLE” FAIRYTALE

Three students have created a long-term strategy for kids’ entertainment. That’s a new step even for Rixos President Astana, the hotel never had the experience of creating books for small guests. The most vital aspect is that children will be interested in the brand from the early age.



Tamila Zholdaspayeva

“ In this project, we were able to show and express ourselves and our imagination. It was an unforgettable experience that I will never forget. Thank you for giving us the opportunity.



Nuray Kazbayeva

“ It was a great experience. It was interesting and exciting to work on the project with professionals in their field. Thanks to them, I have formulated a module of my future profession, which is supported not only theoretically, but also practically.



Sabina Kassimova

“ I liked the way how we worked on the project as a team, we all came up with good ideas together and worked very hard, and I am very grateful to Rixos President Astana for such a great opportunity and experience. I hope everyone liked our fairy tale “Rixos castle”!

1001 NIGHT

Experience a mysterious evening as you journey through the Middle Eastern, full of vibrant music, dance, and art. Taste authentic Middle Eastern cuisine and play a variety of exotic intellectual games in Aksam restaurant. Come by and enjoy the exquisite décor inspired by ancient cities. All guests will for sure take home the most memorable night of their life.



Rayana Bairamova

“ I really enjoyed working in a team, and I also learned a lot about creating projects and implementing them. The creation of the project gave me an desire to think about self-learn the marketing. I really liked the atmosphere and also thank you to Rixos President Astana for providing such an opportunity.



Sabrina Mardenova

“ Thank you for the joint work, hard work, for the warm and friendly atmosphere in the team, for the excellent mood and optimistic attitude. It was my first, fun and impressive experience working with you. I wish you all continued success!



Aruzhan Nurgali

“ Thanks to this project, I gained a lot of experience, learned how the hotel works from the inside, how the events are arranged, and the action plan. We met the Rixos team, I liked it. Thanks to Nurfer and Tansel Terjan for this opportunity.

Bring back the nostalgia with this lively Retro Party! Perfect for special occasions, this Retro Party will leave your guests longing for the good old days! With colorful decor, classical music, and vintage snacks, your guests will be on an exciting journey to the past. KazUTB students represent a new generation Z, it would be very absorbing to see their imagination about the past years.

RETRO PARTY



Ali Khairolla

“ During the progress I learnt how to find out the idea and make things to turn the real. Although, I’ve been facing the difficulties and problems to work on project: how to switch to B-plan if plan goes north, creative obstacles which comprises our ideas, doubtful decisions and finding the inspiration. Thank you for your kindness and wish you luck to the next time!



Nurlybek Balataev

“ At the very beginning, when I came to Rixos with my project, I felt insecure. At the presentation of the projects, we were treated with respect and interest. This gave me motivation and strength to continue working. In the final, I understand that I got a lot of experience, knowledge and skills. And all this thanks to Rixos and his team of employees.



Alisher Bigaidarov

“ I was amazed that we are taking part in the creation of new and large-scale project. It’s an amazing teamwork experience, improvisation on various details that taught us to think versatily and creatively.



