

**International University of Tourism and Hospitality
School of Tourism**

**Report on the Research Seminar: "Preparing Projects for the
Commercialization of Science: Survey Methods in Tourism and Analysis
Using SPSS"**

Seminar Title: "Preparing Projects for the Commercialization of Science: Survey Methods in Tourism and Analysis Using SPSS"

Seminar Objective: To familiarize participants with the details of participating in competitions for science commercialization projects and with all aspects of using SPSS for tourism-related surveys.

Seminar Tasks:

- To introduce aspects of preparing projects for the commercialization of science;
- To outline the application process for science commercialization projects, reasons for rejection, and priority sectors;
- To demonstrate survey methods and techniques in the tourism sector and explain the specifics of processing the data in SPSS.

Speakers at the research seminar: Dr. S.A. Nakhimbekova and Dr. N.O. Abishov. On December 20, 2023, a research seminar titled "Preparation of Science Commercialization Projects: Survey Methods in Tourism and Analysis Using SPSS" was held in the academic building's auditorium. During the event, Botagoz Zhenisovna Almukhambetova—responsible for research activities at the School of Tourism—addressed the participants regarding key issues in preparing commercialization projects, conducting tourism-related surveys (a topic of particular current importance in the scientific community), and analyzing the resulting data using SPSS. She welcomed the attendees and addressed the speakers. The seminar was opened by Dr. N.O. Abishov, a lecturer at the School of Tourism, with a presentation on "Preparation of Science Commercialization Projects." In his talk, he highlighted the critical importance of developing modern scientific projects within the context of science commercialization. He also emphasized the value of participating in "Science Fund" grant competitions through the preparation of commercialization projects and noted the Fund's impact on the practical implementation of innovative, high-risk scientific research in the country. Furthermore, he introduced the participants to the Republic of Kazakhstan's laws "On the Commercialization of Scientific Research" and "On Patenting," which regulate scientific research processes. He noted that the key participants in science commercialization include entities engaged in scientific and technical activities, private entrepreneurs, startups, science commercialization centers, service companies, and technology parks, as well as private investors. He also presented statistics on applications for scientific project competitions, outlined the main reasons for application rejection, detailed grant funding amounts and the nature of expected project outcomes, and listed the 44 scientific sectors prioritized for grant funding.

Following the presentation, seminar participants asked questions on the topic and received answers.

During the seminar, S.A. Nakhimbekova, PhD, a lecturer in the Department of Tourism, continued the session with a presentation titled "Survey Methods in Tourism and Analysis Using SPSS." In her talk, Simbat Abdraimovna discussed tourism surveys and their role in scientific research, the history of the SPSS software, and the program's utility in tourism research. She also highlighted the widespread use of the Likert scale in tourism studies and surveys, illustrating its importance through an example of measuring employee job satisfaction at tourism enterprises. Additionally, she presented data processed in SPSS, described analysis algorithms, and introduced several platforms and applications used for conducting surveys. At the conclusion of the seminar, participants asked the speakers questions and engaged in an open exchange of views. To wrap up the event, participants thanked everyone for attending.