



STAGES AND FEATURES OF EDUCATIONAL TOURISM DEVELOPMENT

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Abstract

The article presents definitions of educational tourism. It also discusses the role of educational tourism as a mechanism for intercultural communication. The stages of development of educational tourism from its first manifestations to the present day are covered. An analysis of international educational visits of students and the income from them, as well as the indicators of countries receiving the highest income from educational tourism, is presented using the example of Canada.

Keywords: Educational tourism, information, communication, trend, Renaissance, global, aristocrats, religious trips, corporation, "ultramontanes", "citromontanes", civilization, gentleman, traveler, "grand tours", navigation, travel companies, cognitive, emperor, institute, geographical, university, management, intourist, tourism industry, educational program, excursion, thematic routes, modernization, "Erasmus".

Introduction

Educational tourism, which is one of the new directions of tourism, is now gaining great importance. Especially the rapid increase of young people wishing to study in that country, along with traveling abroad, studying their culture, history, contributes to the rapid development of education tourism. Educational tourism is a new sector of the world economy that will have a significant impact on the entire world economy as well. In some countries, education tourism is de facto the only source of foreign exchange earnings, due to which a high level of economic development and welfare of citizens is ensured.

Educational tourism is a relatively new direction of tourism, and different definitions of educational tourism are given in the literature. Including, but not limited to:

Educational tourism is a travel period of 24 hours to 6 months for education, training, without engaging in activities related to earning income from sources in the country of the traveler¹.

Educational tourism is travel from a permanent residence to a place of study in order to meet the need for knowledge, skills and qualifications for a period of not more than one² year.

Educational tourism was defined by the Russian economists I.V. Zorin and V.A. Kvartalnov as tourists,

¹ Lunin Eduard Andreevich. Improving the management of educational tourism in the Russian Federation, Abstract of the dissertation for the degree of Candidate of Economic Sciences, St. Petersburg. 2009. <https://www.dissercat.com>

² Korenko Yulia Mikhailovna. Development of the market of educational tourist services in Russia, Abstract of the dissertation for the degree of Candidate of Economic Sciences, Moscow, 2013, <https://guu.ru>.



excursions, visits to another country for educational purposes, to satisfy curiosity and to pursue other cognitive interests.³

E.A. Lunin, on the other hand, defined educational tourism as traveling in the form of training courses, internships for education, advanced training, without engaging in income-related activities for a period of 24 hours to 6 months⁴.

Currently, tourism is one of the steadily developing sectors of the world economy, and the attention to it is growing year after year. In 2022, the size of the international educational tourism market was \$370 billion, and this number is expected to expand at an annual growth rate of 10% in the coming years⁵. This indicator demonstrates the relevance and economic potential of education tourism internationally.

People have long traveled for various purposes, such as visitation, commerce, education or training, exploring foreign countries, getting news from relatives, as a result of the daily improvement of port and information communications, this phenomenon has sharply gained popularity in the 20th century, and the same trend continues in the 21st century.

Based on the data provided in the scientific literature, we can chronologically study the stages of development of education tourism from its first manifestations to the present day: the first, the first renaissance, the second renaissance, the period from the early 19th century to the 80s and the periods when the latest global processes accelerated.

First appearances. The first period of educational tourism dates back to the ancient Greek and Roman states. In particular, ancient Greek scholars and Roman aristocrats traveled long journeys to explore new areas and territories. The passage or passage of men from one place to another is in many cases connected with commercial motives, the desire to see the world around them, and the studying, religious, and recreational factors in which all can participate. Ancient sources say that two thousand years ago, among Egyptians, tourists, entertainment, and recreation were also routine in their lives, as well as being educated in a foreign land. Another of the most developed centers of tourism in ancient times were considered such countries as Greece, Italy, France, Spain, Egypt, Tunisia, located on the shores of the Mediterranean Sea. Inhabitants of the coastal areas traveled by sea for trade, religious expeditions, to obtain knowledge, to heal, and to explore new territories.

First Renaissance. The educational function, as one of the most important forms of knowing the world, has always been specific to travel. The history of scientific and educational travels dates back to ancient times. A prime example of this is the travels of Greek scholars and Roman aristocracy.

In the 12th century, the University of Bologna was very popular throughout Europe and attracted many students from different countries. The University of Bologna had such a large number of foreign students that two corporations were founded: "ultramontanes", that is, foreigners, and "citromontans", that is, Italians, and each corporation was headed by its own rector⁶.

³ Sokolova Marina Valentinovna. Tourism as a Cultural and Historical Phenomenon, Abstract of the dissertation for the degree of Doctor of Cultural Studies, Moscow, 2007, <https://www.dissercat.com>

⁴ Lebedov Anton Robertovich. Educational Tourism as an Economic Category, 2012 <https://cyberleninka.ru>

⁵ <https://www.statista.com>

⁶ Sokolova M. V. History of Tourism. Moscow: Publishing Center "Academy", 2007.



An example of the confluence of educational tourism with an excursion program is the travels of the Arab traveller Abu Hamid al-Garnati in the 12th century. He was born and spent his youth in the Caliphate of Córdoba on the Iberian Peninsula. To continue his studies, he made a sea trip to Alexandria, one of the leading cultural centers of the Muslim world.

Second Renaissance. The second renaissance period of the 15th-16th centuries also has a great influence on the development of educational tourism. By the 16th century, it was common to travel around Europe. Such trips are included in the "Young Aristocrat Training Program", which aims to study and gain knowledge. The itinerary of such trips was the beginning in England from London, and continued in Paris, France, and then to Italy: Genoa, Milan, Florence, Rome. On the way back through Switzerland, Germany, the Netherlands.

Since the middle of the 16th century in Europe, the visit to the cultural heritage sites of the great civilizations has become a means of determining the position of a gentleman in society. On a tour, which often lasted 2-3 years, he usually traveled with a coach or friends. Such tours, called the "Great Tour", began to be made by Anglican travelers in the late 16th and early 17th centuries. The journey began in a small French town, where first-year youths had already improved their knowledge of the French language. Then they continued their tour through cities in France, Germany, Switzerland along a previously planned route. But the obligatory and most important part of the great tour was a visit to Italy. During the trip, an elderly person will be able to thoroughly master the rules of etiquette, raise the cultural level, get acquainted with the magnificent heritage sites and attractions, as well as visit European universities and research centers. Well-known and influential figures of the Enlightenment actively supported citizens' desire to travel.

During the Middle Ages, Italian learning centers and monuments of Southern Europe were some of the world's most popular destinations for tourists. By the Renaissance, trips for educational purposes will intensify. The English philosophers J.J. Russo and J. Locke regarded travel as one of the components of education. In the late 18th century, trips called "grand tours" were common in England, mainly young people who were financially able to travel to Europe for the purpose of education. And these were the first manifestations of educational tourism.

F. Bacon wrote in his work "On Travels": "Journeys in youth serve to replenish information and experience."⁷ Originating in the early 17th century, the phrase has been in vogue for all subsequent periods and has spread its tradition in European countries for long-term large excursions. Their period of ascension took place in the second half of the 18th century, before the outbreak of the French Revolution and the Napoleonic Wars. Thus, in the 17th-18th centuries, for aristocratic strata and wealthy strata of European countries, traveling abroad became fashionable and even obligatory, which became a habit after completing a young person's education.

During this period, similar types of education were formed in countries other than Europe. In particular, the beginning of the organization of educational tourism in present-day Russian Federation covers 1777 years, in the same year Veniamin Gensh's manual "Plan for organizing trips to foreign

⁷ Bacon F. O puteshestviyakh [On travel]. Works in 2 vols. Series: Philosophical Heritage. Moscow, 1972. T. 2. P. 316.



lands" was published⁸. This "Plan" is aimed at making acquaintances with universities. Traditionally, the travel abroad of young people aiming for educational tourism dates back to the times of Peter I. Graduates of public and private educational institutions organized trips abroad to improve their knowledge and study the historical and contemporary cultures of other countries. These trips were called "Visits to Western European Countries". Such trips were made on the initiative of King Peter I Alekseyevich. He decided to send a few large groups of young Russian nobles to study maritime affairs and natural sciences in several foreign European countries. Thus, at the end of 1696, according to a royal decree, more than 60 young men went to England, Holland and Italy to learn the art of "navigation", that is, sailing ships "both in battle and in ordinary march."⁹ Imperial Peter's experience in training Russian youth in European countries corresponds to the study trips popular in Russia today, conducted by local educational institutions and tourist companies that are specialized in educational services abroad. Since then, travel with a special cognitive character has become very popular in Russia. Not only representatives of the House of Romanov emperors and families of the nobility traveled to travel, but every nobleman who had the material means to do so could go abroad at any time to study and return. The period from the early XIX century to the 80s. This stage of the development of educational tourism is characterized by the opening of the first higher education institutes in this area. In particular, in 1929 in Berlin, within the Higher School of Commerce, the Institute for Tourism Studies was established, whose mission was to study tourism not only in geographical and economic terms, but also in its organizational, social, legal and medical aspects. In 1936-1939, the "Tourism Laboratory" under the Institute of Geography of Jagiellonian University in Krakow, Poland, and the "Tourism Research Commission" under the League for the Support of Tourism were established. The Institute for Tourism Studies was established in Bern, Switzerland in 1941, and the Institute of Tourism Economics in Germany in 1950, where research was carried out to study various aspects of tourism. In 1956, the Institute of Legal and Economic Problems of Tourism was established in Poland, the Institute of Scientific Research and Higher Education at the Sorbonne University (France), and the Center for Tourist Studies in Provence. The development of the education system in the field of tourism also dates back mainly to the 20th century. In 1925, the first courses on "Tourism Economics" were established at the University of Rome in Italy. At the same time, schools training specialists in the subsidiary branches of tourism began to operate in Europe at the end of the 19th century in Switzerland, Portugal, France, England, Austria and the Netherlands. The Lausanne Hotel School in Switzerland, founded in 1893, is the first specialized school. In 1944, the Scottish Specialised Hotel School was established, providing a diploma in tourism

⁸Voronkova L.P. History of Tourism: Textbook. Moscow, 2001. P.203.

⁹Dolzhenko G.P., Putrik Y.S. History of Tourism in the Russian Empire, the Soviet Union and the Russian Federation: 1696 – Modernity. Series "Tourism and Service". Rostov-on-Don, 2010.



management and an opportunity to conduct research after obtaining a diploma.

In the former Union in 1966, higher courses for training foreign tourist service specialists were organized and in 1975 the institute for advanced training of intourist executives and specialists was reorganized. This institute became the Institute of "Moscow State Tourism Industry" named after Yu.A. Senkevich.

By the 1940s and 1970s, tourism had become the subject of both educational programs and research at universities in Europe and later in the United States. The results of the research began to be published in specialized scientific journals, as well as in specialized journals of the tourism industry.

Scientific research conducted on the basis of universities led to a complete change in the attitude to tourism, its recognition as an academic science. Scientific approaches to tourism were formed and the first scientific works were published.

In Russia in the 19th and early 20th centuries, excursion and educational travel was one of the widespread types of educational tourism, which included tourist services, satisfaction of the spiritual, aesthetic, informational needs of tourists; thematic routes of visits to sights and local places¹⁰.

The accumulation by geographers, historians, sailors, researchers of a large number of scientific researches, observations, literature, geographical and historical materials, reports and diaries, which are the property of the nation and people, was the basis for the development of educational tourism.

In the 19th and early 20th centuries in Russia, educational tourism was aimed primarily at schoolchildren and teachers, for whom various excursion programs were organized.

By the 19th century, educational tourism in Russia began to be carried out in a much more specific organizational form. A key role in the emergence and development of educational tourism in Russia was played by the emergence of the first tourist organizations. In the 19th century, various travel enthusiasts organized various organizations and associations which devoted not only to exploring the land, but also to organize educational trips and excursions.

A period in which the recent global processes have accelerated. Since the mid-90s of the twentieth century, the growth rate of demand for educational tourism services abroad began to be manifested. The general economic processes taking place in the developed countries of the world increasingly influenced the structure of the demand for education and required its modernization. As a result, the transition of the national economy to the market system, the strengthening of international cooperation in the field of economy and culture required the population of the country to learn foreign languages and the basics of market economy, and the number of people wishing to study abroad began to grow. Also in this period grand programs in the field of educational tourism "Erasmus" and similar educational programs were created and developed.

Today, educational tourism has become an indicator of development civilization, a way of understanding the world around us, a way of improving the cultural level in most developed countries. At the end of the 20th century, education tourism was transformed into a mass phenomenon and developed as a tourist business. Tourism has now become the main category of trade in international

¹⁰ Зорин И.В., Квартальнов В.А. Энциклопедия туризма. – М., 2003. С. 335.



services.

In particular, if we look at the focus that the Canadian government is giving to tourism education and the advertising sector, we can see that its scope has been extended to the level of policy and expansiveness.

Table 1 Canada's revenue from educational visits (millions) for the period up to 2010/2019
(Canadian dollars)¹¹

No	Years	Income
1.	2010	4014
2.	2011	4694
3.	2012	5408
4.	2013	6209
5.	2014	7127
6.	2015	8230
7.	2016	9027
8.	2017	10371
9.	2018	11949
10.	2019	13768

In the table below, we can see the high exports of Canada's educational tourism services, as well as the year-over-year increase in the economic income seen from it.

According to the China Tourism Research Institute, in 2015, China traveled 120 million of its population overseas, citing significant investment in these trips. Including 104,5 billion US dollars, which is an increase of 16,7% compared to 2014¹². The main driving factor dates back to the time when China introduced a lighter travel visa policy. A similar situation has been observed in countries such as Japan. According to the latest UNESCO report, the number of students studying abroad in post-secondary education institutions has doubled in the past 12 years, reaching about 4 million. The Asian continent accounts for the largest share of student youth traveling for educational purposes, and Central Asia is also home to the most mobile student youth. The number of students has increased significantly in recent years, doubling from 67,300 students in 2003 to 165542 students in 2013, with the mobility rate doubling from 3.5 percent to 7.6 percent¹³.

¹¹ Compiled by the author based on <https://www.statista.com> site information

¹² China's travel rumour that was too good to be true / <https://www.bbc.com/news/blogs-trending-38748621#:~:text=According%20to%20the%20China%20Tourism,holders%20for%20better%20visa%20treatment.>

¹³ UNESCO Institute for Statistics (2016) Global Flow of Tertiary-Level Students. Available at: <http://www.uis.unesco.org/Education/Pages/international-student-flow-viz.aspx> [Accessed 12 February 2016].



Table 2 Top ten countries with the most visits to Canada for educational purposes as of 2022 (in thousands).¹⁴

No	Name of countries	Number of students
1.	India	226,450
2.	China	52,155
3.	Filippin	25,380
4.	France	16,725
5.	Nigeria	16,195
6.	Difference	13,525
7.	South Korea	11,535
8.	Japan	10,955
9.	Mexico	10,405
10.	Kalumbiya	10,150

The table above shows that Canadian higher education institutions are characterized by lower contract tuition fees, relatively low living standards and higher living standards as well as higher opportunities for foreign visitor youth to study and earn good wages while studying.

The representatives of the global middle class, which is now growing rapidly, has grown from 2 billion to 3.2 billion by 2020 and is projected to grow to 4.9 billion by 2030¹⁵. This means more income and more families will be able to send their children abroad.

According to the International Student Travel Confederation and the Tourism and Leisure Education Association, the lifetime travel budget for young travelers traveling for educational purposes is typically set at between \$40,000 and \$120,000 per traveler¹⁶. If we multiply that by the 4 million students who are currently studying abroad, it is not hard to see that this means a lot of money for countries that specialize in educational tourism.

In the tourism market, young student study trips accounted for 300 million people as of 2020, accounting for USD 320 billion in market value¹⁷.

In conclusion, we can note that today, according to global trends, higher education is increasingly developing internationally. According to experts from the Organization for Economic Co-operation and Development, more than 4 million students annually go to universities outside their home countries for the purpose of education. For a number of countries, the export of education has already become an important part of the budget. Australia, for example, has the third largest state treasury revenue in terms of the volume of education services. Every fifth student in this country is a representative of another country.

¹⁴ Compiled by the author based on <https://www.immigrationway.com> site data.

¹⁵ Homi Kharas, The unprecedented expansion of the global middle class / https://www.brookings.edu/wp-content/uploads/2017/02/global_20170228_global-middle-class.pdf

¹⁶ "Market Overview and Trends," StudentUniverse.com: Youth Travel. Retrieved at <http://www.student-market.com/youth-travel>

¹⁷ Student and youth / <https://ntaonline.com/education/travel-market-guides/student-and-youth/>



Taking into account this, it can be said that the annual increase in the number of students, the introduction of new technologies and the development of economic and cultural ties, as well as the intensification of competition between states in the field of education and the emergence of new trends will make educational tourism more attractive and determine the bright future of this area.

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