



## Analysis of Educational Tourism Services

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**Annotation:** *This article reflects the ways to use educational tourism in the transformation of tourism into a strategic sector of the economy in our country, educational tourism is a rapidly developing sector of the tourism economy, recognized around the world. It also provides an analysis of educational tourism services around the world. The author highlights the penetration of the processes of globalization of international relations in Uzbekistan, the development of two sectors - education and tourism in a harmonious, interdependent relationship and the possibility of obtaining appropriate benefits from this relationship.*

**Keywords:** *education, quality of education, tourism, educational tourism, educational programs.*

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### Introduction

Educational tourism is one of the components of the service sector and has now become one of the fastest growing important sectors under the strong influence of various social and economic factors. Given the multiplier effect of tourism development, its development will also stimulate the development of all sectors of the economy.

It should be noted that the economic literature of developed countries has long covered the development of educational tourism services, as well as in-depth and extensive research on this topic by a number of reputable organizations, scientists and researchers. In this regard, the research conducted by the World Tourism Organization (UNWTO), the World Confederation of Students and Tourism Education (WYSE) in the field of educational tourism, the measures taken to develop it are particularly noteworthy. S. Taylor (Sh. Taylor), a foreign scholar, also studied B.W. Leading scholars such as Ritchie (Brent Ritchie), K.M.Kalinowski and B.Weiler (K.M.Kalinovsky, B. Weiler) are seriously engaged in the theoretical and practical problems of educational tourism and have skillfully reflected their scientific views in the published literature. There is a lot of research and scientific research in this area in the CIS countries as well. In particular, MB Birjakov, AS Kuskov, Yu.A. Djaladyan, M.V. Sokolova, I.V. Zorin, T.P. Kaverina, V.Yu. Voskresensky provided in-depth and extensive information on educational tourism services. comprehensive scientific research has been conducted.

In Uzbekistan, during the years of independence, as a result of the great attention paid to the tourism sector in a short period of time, sufficient opportunities and conditions have been created for the formation of a modern tourism industry, and this process continues today. Even during the severe crisis in the world economy caused by the pandemic, Uzbekistan is taking measures to restore and develop tourism. In particular, the Decree of the President of the Republic of Uzbekistan PF-4861 dated December 2, 2016 "On measures to accelerate the development of tourism in the

Republic of Uzbekistan", the Resolution of August 16, 2017 "On priority measures to develop tourism in 2018-2019", Decree of February 3, 2018 "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan", Resolution of February 6, 2018 "On measures to develop inbound tourism", February 7, 2018 "On domestic tourism" Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated June 30, 2017 "On measures to accelerate the development of tourism potential of Samarkand and Samarkand region in 2017-2019" adverse effects The Presidential Decree No. PF-5969 of 19.03.2020 "On priority measures for the elimination of corruption" is a clear proof of our opinion.

Currently, under the direct influence of the macroeconomic policy pursued by the state in Uzbekistan, positive changes are taking place in the field of tourism, its volume is expanding and the quality of services provided to tourists is improving. But the economic crisis caused by the coronavirus pandemic in the world economy has had a huge negative impact on the development of industries and sectors, leading to the breakdown of economic ties formed over the years, often leading to recession processes. Tourism is at the forefront of the list of industries that have suffered the most from the global economic crisis.

According to the World Tourism Organization, the negative impact of the coronavirus was reflected in a 67 million decrease in international tourist flows in the first quarter of 2020 and an export loss of \$ 80 billion. In Italy, their total has exceeded 20 billion euros.

In our country, too, there has been a decline in foreign and domestic tourism due to the pandemic. As a result, more than 1,500 tour operators and about 1,200 hotels were closed. The negative impact of this has damaged the incomes of more than 250,000 people working in the system<sup>1</sup>.

Nevertheless, in the context of the pandemic, a comprehensive approach to the development of tourism in our country, improving the structure of tourism, the formation of modern tourism infrastructure, the full and effective use of existing potential in the regions to restore the lost status of tourism.

The analysis showed that in 2019, in most countries, including Uzbekistan, the growth rate in the field of tourism will be higher than the growth rate of GDP. However, it is clear that tourism in Uzbekistan lags far behind other countries in terms of the share of tourism in GDP and employment

**Table 1.** Comparative analysis of tourism development in the world and in Uzbekistan

№	Country name	Growth rates in the country (2019 compared to 2018),%		Growth rates in the country (2019 compared to 2018),%	
		GDP volume	including tourism services	GDP structure	GDP structure
1.	United States	2,3	2,3	8,6	10,7
2.	China	6,1	9,3	11,3	10,3
3.	Japan	0,9	1,6	7,0	8,0
4.	Germany	0,6	1,8	9,1	12,5
5.	Italy	0,1	2,2	13,0	14,9
6.	United Kingdom	1,3	1,3	9,0	11,0
7.	France	1,2	1,9	8,5	9,4
8.	Turkey	0,1	10,1	11,3	9,4

<sup>1</sup> <https://review.uz/post/vnutrenniy-turizm-pozvolayet-vosstanovit-otrasl> (мурожаат килинган сана: 29.12.2020)

9.	Spain	2,0	1,8	14,3	14,6
10.	Thailand	2,3	1,8	19,7	21,4
11.	Philippines	5,9	8,6	25,3	24,1
12.	Australia	1,8	0,8	10,8	12,8
13.	Russia	1,1	0,6	5,0	5,6
14.	Uzbekistan	5,7	12,3	4,5	4,6
	Around the world	<b>2,5</b>	<b>3,5</b>	<b>10,3</b>	<b>7,5</b>

The data in the table show that tourism in Uzbekistan is significantly lower than the level achieved by the world economy in terms of critical macroeconomic indicators, ie GDP and the number of people employed in the economy. For example, if the share of tourism in GDP in the world economy was 10.3, the share of the employed population in the economy was 7.5%, in Uzbekistan these figures were 4.5% and 4.6%, respectively. The share of tourism services in Uzbekistan's GDP is almost 3 times lower than in Italy, 3.2 times lower than in Spain, 4.3 times lower than in Thailand and 5.6 times lower than in the Philippines. The same situation can be observed in the structure of employment in the tourism services sector in the economy. These figures show that Uzbekistan, with its huge tourism potential, is not able to effectively use the opportunities to realize it and turn it into one of the main sources of national income.

At the same time, another important conclusion can be drawn based on the table data. The conclusion is that in the framework of large-scale economic reforms, the remarkable policy of the state to turn tourism into one of the most developed sectors of the national economy is yielding positive results. This is due to the fact that the growth rate of tourism services in 2019 increased by 12.3% compared to the previous year. According to this indicator, Uzbekistan ranks first among the countries of the world. It should be noted that while the growth rate of tourism services was 0.6% in Russia, 0.8% in Australia, 1.3% in the UK and 3.5% worldwide, this figure was 12.3% in Uzbekistan. Such a rapid growth in the volume of tourism services and the consistent implementation of the objectives set out in the concept of tourism development in Uzbekistan allowed us to conclude that in the future it will inevitably become one of the leading sectors of the national economy.

Another important feature that distinguishes the tourism sector of Uzbekistan from the rest of the world economy is the ratio of domestic and foreign tourism in the total tourism services. If the share of domestic tourism in the total world tourism turnover is 73%, and in some countries it is 80-85% (USA, China, Japan, Germany, Great Britain, Philippines), in Uzbekistan it is 30%.

On the contrary, in terms of the share of foreign tourism in the turnover of tourism services, Uzbekistan ranks first in the world. The figure was 14 percent in the United States and Germany, 16 percent in the United States, 17 percent in the United Kingdom, 15 percent in the Philippines, and 27 percent in the global economy. At present, it is 70% in Uzbekistan (**Table 2**).

**Table 2.** The structure of the volume of tourism services in the world and Uzbekistan in 2019 on domestic and foreign tourism, %

№	Countries	Volume of tourism services, %	From that	
			Domestic tourism	External tourism
1.	United States	100	84	16
2.	China	100	86	14
3.	Japan	100	81	19
4.	Germany	100	86	14

5.	Italy	100	76	24
6.	United Kingdom	100	83	17
7.	France	100	66	34
8.	Turkey	100	36	64
9.	Spain	100	44	56
10.	Thailand	100	29	71
11.	Philippines	100	85	15
12.	Australia	100	78	22
13.	Russia	100	71	29
14.	Uzbekistan	100	30	70
	Around the world	100	<b>73</b>	<b>27</b>

The main reasons for the weak development of domestic tourism in Uzbekistan, in our opinion, are low incomes, lack of favorable conditions for domestic tourism, shortcomings in organizational matters.

**Table 3.** Exports of tourist services in the world in 2019

№	Countries	Export of tourist services	
		export of services, bln.	share in total exports, %
1.	United States	256,1	10,1
2.	China	40,4	1,5
3.	Japan	45,3	4,9
4.	Germany	60,3	3,2
5.	Italy	51,6	7,9
6.	United Kingdom	48,5	5,5
7.	France	73,1	8,0
8.	Turkey	37,1	15,6
9.	Spain	81,3	16,3
10.	Thailand	65,2	19,9
11.	Philippines	9,7	10,8
12.	Australia	47,3	14,5
13.	Russia	18,7	3,7
14.	Uzbekistan	1,3	9,3
	<b>Worldwide</b>	<b>1313,0</b>	<b>7,0</b>

Uzbekistan also ranks last in terms of exports of tourist services. In 2019, the share of global tourism services in total exports was 7.0%, and the share of services in exports was 29%.

**Table 4.** The number of international tourists in Uzbekistan in 2010-2019 and dynamics of revenues from international tourism<sup>2</sup>

т/р	Years	Number of international tourists, mln	Revenues from international tourists (tourism exports) billion soums
1.	2010	952,0	975,0
2.	2015	1196,0	1202,0
3.	2016	1241,0	1225,0
4.	2017	1329,0	1346,0
5.	2018	1401,0	1451,0

<sup>2</sup> UNWTO. Tourism Highlights: 2019 Edition, p. 8// <http://www.unwto.org>

According to the World Tourism Organization, 3.5 percent of the world's population travels internationally. By 2020, the figure was expected to be 7.0%. But as a result of the pandemic, this figure was not achieved. The analysis showed that the number of international tourists is constantly growing. The average annual growth rate of the number of foreign tourists born in the last 20 years has been about 5%, while foreign exchange earnings have been 15%. If in 2010 the number of tourists worldwide was 952 million and revenues from international tourism amounted to 975 billion dollars, by 2018 these figures will reach 1401.0 million, respectively. people and amounted to 1451 billion dollars (Table 4).

The development of international tourism and such a rapid growth in demand will inevitably affect the increase in the number of international trips and their costs. The number of travelers is expected to reach 1,062 million by 2020, up from 563 million in 1995. At the same time, in 1995, 401 bln. If the revenue is \$ 2,000 billion in 2020. dollars in revenue. 70% of the developed countries are involved in international education tourism development policy in the XXI century, development of intergovernmental friendship and cooperation as a symbol of peace and tranquility for humanity, reduction of obstacles to free travel, ensuring health and safety of tourists, promoting sustainable development of tourist centers. which is a priority policy. Based on the analysis of World Bank data, it can be considered as a basis for the conclusion that by 2010 the trend of the international education tourism market began to change, which has an impact on international tourism policy.

The use of educational tourism is the most important and urgent task today in transforming tourism into a strategic sector of the economy in Uzbekistan. Educational tourism is a rapidly growing sector of the world-renowned tourism economy. Many researchers consider it one of the leading and most promising sectors of tourism. It is no secret that in the current process of socio-economic globalization, educational tourism is becoming one of the most effective ways to earn national income for many countries.

It is known that Uzbekistan has chosen a new course in the economic sphere, ie the path of innovative development aimed at increasing the efficiency of the economy. This, in turn, implies structural changes, qualitative changes and new approaches to the formation and development of the education system. It pays more and more attention to creativity, the ability to process information quickly, and most importantly, the professional use of acquired skills. Therefore, the existence of a fully and effectively functioning market of educational services is a necessary condition for the development of the country and ensuring a high level of production and competitiveness in the world market.

Research has shown that the structure of tourism services in Uzbekistan is imperfect. In particular, as educational tourism is a relatively slow-growing type of tourism, its share in the total tourism services is not very high (6.1%). The following table data is a clear proof of our opinion:

**Table 5.** The share of tourism in total tourism services<sup>3</sup>

<b>№</b>	<b>Types of tourism</b>	<b>The share of tourism in total tourism services, %</b>
1	Historical and cultural tourism	60,1
2	Business tourism	13,8
3	Health tourism	11,0
4	Educational tourism	9,0

<sup>3</sup> <http://hxperlink.ru/bor/ykm/html> (мурожаат қилинган сана: 07.03.2020 й.)

5	Shopping tourism	6,1
<b>In total</b>		<b>100,0</b>

Within the framework of the measures implemented in accordance with the Action Strategy and the priorities managed, a number of important decisions and decrees have been adopted to develop education in Uzbekistan on the basis of radically improving the quality of education and make it a solid foundation of socio-economic development. In particular, the Decree of the President of the Republic of Uzbekistan dated February 27, 2017 "On further improving the system of postgraduate education", April 20, 2017 "On measures to further develop the system of higher education" PQ-2909, July 27, 2017 "Resolution No. PQ-3151 "On measures to further expand the participation of industries and sectors of the economy in improving the quality of training of higher education", Resolution No. PQ-3276 of September 15, 2017 "On measures to further develop the provision of non-governmental educational services", 2017 Resolution No. QPQ-3289 of September 17, 2018 "On measures to further improve the system of training, retraining and advanced training of teachers", January 25, 2018 "On radically improving the system of general secondary, secondary special and vocational education" The decree "On measures to improve" was adopted. These decisions and decrees address the issues of improving the quality of education and scientific activity by further reforming the education system, strengthening the scientific capacity of higher education institutions, further increasing the efficiency and results of research activities, attracting talented young scientists and students to scientific activities. helps to do.

In short, the development of education, on the one hand, and the policy of accelerated development of tourism, on the other hand, are reflected in the joint development of educational tourism in the framework of the priorities implemented in Uzbekistan in accordance with the strategy of action.

The number of educational tourists around the world is huge, according to statistics, but the number of foreign students in the Republic of Uzbekistan is lower than in a number of countries around the world.

**Table 6.** Number of citizens arriving in the Republic of Uzbekistan in 2019 for travel purposes, thousand people

	Total	Reasons of travel									
		According to work	Job	Education	Travelling	Relatives visiting	treatment	Permanent residence	business	Transit	others
<b>Total</b>	<b>8279,0</b>	<b>53,1</b>	<b>21,4</b>	<b>54,0</b>	<b>1043,9</b>	<b>5520,7</b>	<b>55,7</b>	<b>53,6</b>	<b>53,9</b>	<b>883,0</b>	<b>540,0</b>
From CIS countries	7661,0	23,5	19,5	31,1	689,6	5457,5	55,4	47,8	14,7	869,5	452,9
From other foreign countries	617,6	29,6	1,9	22,9	354,3	63,2	0,1	5,8	39,2	13,5	87,1

The main purpose of travel of foreign nationals to the Republic of Uzbekistan is to visit relatives, which is 66.7%. In turn, for tourism - 12.6%, transit - 10.7%, for treatment and employment - 0.7%, for commercial, permanent residence and services - 0.6%, education - 0.3% and for other purposes - 6.5% were visited by foreigners. The distribution of foreign nationals arriving in the Republic of Uzbekistan in 2019 by travel purposes shows that 21.4 thousand of them (42.5% of them are men, 57.5% are women), 54.0 thousand (75.8% are men) 24.2% of women) for work, 53.1 thousand



(82.3% men, 17.7% women) for service, 55.5 thousand (43.3% men, 56.7% women) for treatment , 1043.9 thousand (47.4% men, 52.6% women) came for tourism purposes, 5520.7 thousand (47.2% men, 52.8% women) came to visit relatives.

**Table 7.** Number of citizens of the Republic of Uzbekistan who left for the purpose of travel in 2019, thous<sup>4</sup>

	total	Purposes of the trip								
		According to work	education	Job	travelling	Visiting relatives	treatment	Permanent living	Business	transit
Jami	12932,6	90,8	104,4	3452,5	606,1	7599,3	37,2	369,2	53,7	619,5
From CIS countries	12305,6	83,4	89,5	3364,4	216,0	7559,4	29,5	364,5	53,3	545,7
Other foreign countries	627,0	7,4	14,9	88,1	390,1	39,9	7,7	4,7	0,4	73,8

The distribution of citizens of the Republic of Uzbekistan who went abroad in 2019 by travel purposes shows that 90.8 thousand of them (90.7% of them men, 9.3% women) on service, 104.4 thousand (60.5% men), 39.5% of women) for study, 606.1 thousand (51.9% of men, 48.1% of women) for tourism, 3452.5 thousand (76.4% of men, 23.6% of women) for work , 7599.3 thousand (47.5% men, 52.5% women) went to visit relatives, 37.2 thousand (44.2% men, 55.8% women) went for treatment.

The development of educational tourism requires identifying the problems and shortcomings that hinder the strengthening of the status of this type of tourism in the national economy, its transformation into one of the leading sectors of services exports, a worthy contribution to improving the quality of education. This will require sufficient statistical data, figures, more precisely, an analytical base to analyze and evaluate the scope of educational services, its status, development trends, its role in the socio-economic development of the country. It should be noted that the theoretical and practical issues related to educational tourism have no place in the macroeconomic policy pursued by the state. The official statistics do not contain any statistics specific to educational tourism, reflecting some of its aspects and useful for analyzing the state and development trends of educational tourism, the causes and consequences of economic events and realities in the field of educational tourism. No special statistical reports or other collections describing the processes taking place in this area will be published. However, the situation is different in countries that pay serious attention to educational tourism and its development. For example, the Australian state of New South Wales has developed a report and strategic program on educational tourism. It lists the following key indicators of educational tourism, including Australia, which occupies an important place in the international education market and is one of the top 5 destinations. 14% of young people in the world education market visit this country for language learning. New South Wales accounts for 36 percent of the international education market based on Australia's long-term and short-term education programs.

This strategic program outlines the contribution of visitors to the state's socio-economic development, ways to strengthen and expand it for educational purposes.

<sup>4</sup> stat.uz

According to the World Bank's economic statistics, about 85% of industrialized Western countries, members of the Organization for Economic Co-operation and Development (OECD), are engaged in international educational tourism. As a result of long-term specialization, many developed countries are able to build complex educational tourism systems. Therefore, the institutional changes in the financial markets and the new situation in the post-2015 years also create the need for new specialization in the field of international education tourism. In particular, the new trends and changing market trends in the national tourism sector in our country today require financial investors to reconsider their investment initiatives and move away from traditional methods to new ones. Because in the XXI century it is necessary to establish new types of tourism, or more precisely, new types of tourism products, such as rural tourism, ecological and educational tourism.

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