

History of the Return of Educational Tourism and its Development

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ABSTRACT: Educational tourism is rapidly growing tourism market. This study highlights conceptual analysis of educational tourism in developed countries. The result proposes useful assumptions for educational tourism policy makers and update practical implications in Uzbekistan.

KEYWORD: education tourism, travel, study, foreign experience, language courses.

Introduction

Tourism is a complex sphere of the world economy, significantly affecting both the entire world economy and the economy of individual countries and regions.

It is known from many centuries-old historical sources that a person travels around the globe to improve his knowledge, profession, and profession.

The first tourist samples in Central Asia are listed on the Great Silk Road. The significance of the Great Silk Road opened in the 2nd century BC was remarkable. This road was not only a commercial route, but also a cultural and interstate relationship between the nations of the world (Tukhliev I. et al., 2010).

Naturally, travelers have been traveling for a long time to gather information and study professionally.

Imam al-Bukhari, the most famous pilgrim, traveled to Hajj at age 17 and lived in Arabia for several years. He traveled for 40 years in Baghdad, Damascus, Balh, Nishapur, Egypt and many other Arab cities to gather the hadiths of fiqh, and collected the hadiths.

The Qomus scholar Muhammad Musa al-Khorezmi (author of more than 20 works) has made a great contribution to the science of mathematics, geography and astronomy in Khurasan, Iran, Iraq and Syria.

Literature review

The great scholars such as Abu Nasr Farabi, Abu Ali ibn Sina, Abu Rayhon Beruniy and others from our fellow countrymen have also come to terms with the development of science (Tukhliev I. et al., 2010).

In Europe, one of the motives of the journey since ancient times was education. Ancient Greek scholars and Roman aristocrats have long journeys to explore new areas and regions.

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In the Middle Ages, Italian study centers and southern Europe monuments were the most famous in the world. During the Renaissance, visits to educational journeys will be intensified. J.J. Russo and J. Lokk viewed travel as one of the components of the training (J.A. Comenius et al., 1989).

At the end of the eighteenth century UK tours to "Gran Turns" were prevalent, with mostly young people with financial opportunities traveling to Europe for education. This was the first kind of education.

Educational tours in Russia have become a tradition during the Petri I era. Graduates of public and private educational institutions have traveled abroad to improve their knowledge and study the historical and contemporary cultures of other countries.

The beginning of the organization of educational tourism in the Russian Federation dates back to 1777. That year, Veniamin Gensh's Guide to Traveling to a Country overshadowed his book. It is noteworthy that this "Plan" was intended for the realization of the acquaintance with the universities on the art of doing business.

Academic background

At the beginning of the 19th and early 20th centuries, educational tourism in Russia was primarily targeted at students and teachers, organizing various excursion programs for them.

By the 19th century, the development of educational tourism in Russia would be carried out in a more organized way. The emergence of the first tourist organization in the formation and development of education in Russia has played a major role. In the 19th century, various organizations and associations were organized for traveling travelers, not only studying the country, but also aimed at study tours and excursions.

In the 19th and early 20th centuries, excursion tours in Russia were one of the most widely used types of education, tourism services, satisfaction of spiritual, aesthetic, informational requirements of tourists; including thematic routes to visit remarkable sites and local attractions (Zorin I.V., Kvartalnov V.A., 2003).

Due to the globalization processes, the interrelation between countries and peoples is growing, and their economic, social and cultural development requires, at a great extent, the development of mutually consistent, interconnected links between education and tourism, and the corresponding synergistic effect of this relationship. For many years, the rich experience of world travelers on knowledge collection, science development, and vocational training has allowed for the second half of the 20th century to shift from qualitative changes in this type of tourism to qualitative changes. The findings of the theoretical research suggest that changes in the tourism industry and education system over the past few decades have contributed to the emergence and rapid development of education in many countries.

Today, overseas education is an example of tourist business that will continue with the purchase of services purchased by the firm and client.

Education in the European Union and the United States is a key part of contemporary education, and this concept is traditionally recognized. In China, the opposite is true.

Main analyses

The introduction of education tourism in China has been slower than in Western countries. Back in 1989, the first educational tour began in the first Chinese tour of the city of Konfekes, where many

tourists were foreign guests. From this point of view, education tourism in China has rapidly shaped its present appearance.

In 1995, specialized travel agencies based on tourism were established and interacted with each other. From that point on, China's education tourism industry began to develop rapidly. It was such a period that tourists were growing numbers, developing diverse entertainment programs, and developing a variety of excursions. Most of the tourists at the time were young people. Based on statistical data, education is viewed as a commonplace in developed countries. In 1991, in 42 schools in Japan, many tours were opened and 8417 participants were trained in China. However, by 2004, the number of schools increased by 217, reaching 38.204 students and amounted to 24.4% (Qin, 2005). In general, the market of educational tourism today has come to include many students and young people. This balance of education and other activities has still preserved its position. These indicators show that educational tourism may differ from other markets.

Because China is a vast country of its culture and culture, its rapid entry into the world market will make many foreign tourists choose China. At the same time, the number of incoming and outgoing tourists has increased. Among the younger generation, studying the language is a high demand for learning the culture of other nations.

Australia ranks fourth in exporting touristic services worldwide, followed by China the second in Asia. In 2007, Australia's touristic services grew by 25%. In the export of general tourist services, 46% of education tourism has become one of the most important categories of services. In 2007, the number of foreign students in Australia reached 455,000, up 66 percent from 2002. Foreign students in Australia have \$ 10 billion More than 39% of this amount is spent for payment, the rest is catering, accommodation, transportation services and rest (www.wto.org, n.d.).

When it comes to education as a distinctive feature of tourism, it is relatively new. But in recent years, the importance of "useful holidays" has increased.

From day to day opportunities for the combination of pleasant and useful educational tourism are increasing, and the educational programs are becoming more and more balanced. As a result, many countries nowadays have the opportunity to meet their needs such as foreign languages, sports, hobby, and exotic destinations.

One of the foreign language learning programs is the "EC", a network of English language schools and is available in countries such as the United Kingdom, the United States, Malta and JAR.

Based on the experience of the above mentioned foreign countries, companies specializing in providing educational tourism services can be grouped into three groups:

The first group includes firms offering leisure activities as well as basic language courses (eg English in English);

The second group - firms offering mostly specialized language training (for example, Language Travel Market). These firms offer individualized group programs. It also offers Business Language, language + hobby, and language learning for academic purposes. Most firms organize their studies in schools, colleges, and universities by raising their level of competence;

The third group - consulting training companies abroad (eg Educational Consultancy) help clients increase their position in the field of expertise and occupation. The number of such agencies is limited and their offerings are only for rich customers. That is, these consultants will help them to select educational institutions abroad, in line with customer's future plans.

International experience of education

From the mid-1990's to the 20th century, demand for educational tourism services in overseas, especially in Western countries, began to emerge. The cumulative economic processes taking place in the developed countries have had an impact on the growth of demand for education and demanded more rapid growth. As a result, the transition of national economies to foreign markets and international cooperation in the field of economics and culture, acceleration of globalization processes demanded that the population of the country learn foreign languages and the basics of market economy, and the number of people wishing to study abroad has grown. That's why the potential for this segment of the tourist market is rising every year.

The seasonal tendency of education tourism is strong and depends on the typical calendar (yearbook). "Highest" term for school and student vacations, and the beginning of the European academic year (September-October). The sale of educational tourism types takes place 2-3 months before the start of the "highest" period, and 70% of clients are trained at the UK's classic education centers, 30% in Germany, Malta, Australia, Canada, France, New Zealand, Switzerland and other countries. institutions.

Organization of time outside of education is also an important factor. Most schools offer excursions to museums and theaters for additional fees.

Among the offered language courses offered by the Turks, Embassy CES (<http://www.embassyces.com>, n.d.) (English language learning at the UK Summer Language Learning Centers) is different. This program offers leisure programs, including educational and non-study programs, with campaigning accommodation, 20-hour training per week, travel insurance, transfers, visas, provided full boarding conditions are offered at home or in college. The participants of this program are aged between 8 and 11 and 18-25 years. Regent language training (Margate, Edinburgh, Oxford, Brayton, London) is a youth-friendly (over 16 years) family, provided that they are awarded a certificate after graduation.

In our country, science has a great potential to create a technological base for an innovative economy, focused on the production of hi-tech goods that meet the changing market requirements. As a result of implementation of the unique National Training Program, fundamental and applied researches, including the development of science and academic science, are being implemented, including the implementation of innovative projects.

Today, science has been providing state support for the creation and development of new research areas as a result of government support. The Decree of the President of the Republic of Uzbekistan No. PK-2909 of April 20, 2017 "On measures for further development of the higher education system", "On Approval of the Strategy of Innovative Development of the Republic of Uzbekistan for 2019-2021", No. PF-5544, signed September 21, 2018, is an important factor in the development of innovative activities.

The long-term objective of innovation development is to form an open type innovation system that will enable the creation of competitive products and services through the use of foreign science potential and technologies and national development-oriented national priorities. In this regard, it is important to unite efforts of industrialists, scientists, young people and entrepreneurs to address the important task of accelerating the process of innovation development in our country.

Research Discussions The international conference "Innovation", held in our country since 1996, serves to achieve joint educational, scientific and production cooperation. This forum is aimed at strengthening the cooperation of scientists, industrialists, entrepreneurs and youth in the field of

innovation culture, innovation-technological development, demonstration of achievements of the Uzbek science, studying of international experience and development of multilateral relations with foreign participants.

In recent years, universities, academic lyceums, professional colleges and students, including tourist companies and organizations, have been implementing a number of important projects for our economy. In particular, they are aimed at increasing the production of innovative projects, tourist routes, production of turpaks, improving the quality of their products, providing tourists with quality services, and increasing the number of tourists visiting the country. As a result, production costs have been minimized and economic efficiency of organizations has been increased.

The higher education system in our country has established a multifaceted beneficial relationship with various international organizations, including the European Union's TEMPUS program, to modernize and improve the higher education system. These ties help build national education systems at world standards and help improve competitiveness of the trained personnel. Each year, the TEMPUS program is funded by a number of Central Asian countries with a number of new projects in the modernization of higher education in Uzbekistan, and some of these projects cover the introduction of scientific innovations in the country's higher education institutions.

Research in higher education institutions is focused on the specific needs of the industry and enterprises, allowing to solve complex tasks. In particular, training of specialists who are aware of production, service and requirements is expanding. They are actively involved in the organization of enterprises, organizations when they are a student. This, in turn, will enable the real sector to accelerate modernization of production technologies and increase product competitiveness.

According to forecasts of the World Tourism Organization, by 2020, 1.6 billion cubic meters per year. the number of tourists travels is 4.3%, and the growth rate of tourism revenues is 6.4%. In addition, the international tourism sector is expected to grow rapidly, especially since it is one of the key strategic directions of tourism development in the 21st century, with tourism services of the global tourism organization was expected to reach about 25% by 2020 (Tourism Market Trends , 2001). It is reasonable to conclude that this situation directly affects the economic situation in the country, financial stability, living standards, the acceleration of scientific and technological progress in tourism and the price of goods. But, unfortunately, as a result of the emergency outbreak of the coronavirus pandemic and the resulting negative impact of the sudden onset and ongoing economic crisis in the world economy, the forecasts of the World Tourism Organization did not materialize.

Study of trends in the development of education tourism in the world states that some countries are rapidly shifting their development through qualitative change and innovation using the results achieved by developed countries. The financial and economic crisis has proven itself.

The level of development of educational tourism in the developed countries is an important factor of the high level of performance of the tourist firms in the country, systematization and accuracy of their work with partner organizations. At the same time, organizations are based on the creation of innovation required by the Direct Service sector, which in turn creates an impetuous momentum for the services.

Education will only need to find a way for the future of human life. Based on the study and generalization of foreign experience on the organization and development of tourism tourism, we have come to the conclusion that in the conditions of Uzbekistan, the following should be taken into account in the use of this educational type of products:

- 1) Forming the list of objects and subjects included in the content of education in the territory of our country. In order to encourage visitors to study, local schools and higher education institutions should work together. While historical monuments are a major part of education tourism, other factors should not be neglected. To develop the types of education tourism, it is necessary to think of such things as to ensure that education tie in with life and to teach something useful in life.
- 2) Improving the supply of pedagogical personnel, which is the main component of education tourism in our higher and secondary special education system. It is necessary to select a teacher who will be able to teach and enjoy the local people.
- 3) Providing high quality service based on modern education and marketing requirements for trained personnel in education tourism. Employees involved in education tourism should act on the basis of the golden rule, to whom, in what way and what service. Guli and other education tourism services often report on the findings of surveys conducted on a socially-based basis and on-the-route observations on touristic routes that are neglected by the education of people on vacation.

These perfect people do not want to be treated like children. It should not be possible to break consumer rights based on international standards.

Conclusion

At the same time, it should not be overlooked that they are the guests of our country and that the educational tourism market is a consumer.

Based on the study of advanced experience of foreign countries in the development of education tourism, we can say that in order to develop a wide range of educational tourism in Uzbekistan it is necessary to improve its market infrastructure, to get guaranteed tour packages, to find out whereabouts, to increase the interest of foreign tourists to our national education system - tour packages for tourism, reflecting the exact contour of educational tourism services, organizing global conferences dental and other international tourism programs should be developed and implemented

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