

# EDUCATIONAL TOURISM – THE BEST WAY TO EXPAND YOUTH HORIZON

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**Abstract:** tourism today is an indicator of development civilization, a method of understanding the surrounding reality, way to improve cultural level and recovery health of people. At the end of XX century, tourism is becoming a mass phenomenon, and the tourist business is experiencing a real boom. Today tourism has become a major category of international trade in services. As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products and food. In many developing countries, tourism is the top export category. This article gives information about one of the fastest growing areas of the travel and tourism industry – educational tourism. Internationally, educational tourism has been recognized as an important market segment in the tourism industry. Although definitions of educational tourism abounds, the best way to conceptualize the market segment is to look at the broad range of activities. Moreover, article depicts the role of education tourism in expanding youth horizon, illustrates the percentage of language learning students by regions and shows the world's best student cities in 2018. For many in the world of education, the months of June and July represent the end of the academic year and the start of tourism's high season. Thus, from the perspective of the tourism industry as the academic year wanes, new tourism educational opportunities begin to wax.

**Keywords:** educational tourism, youth, study, abroad, learning.

## ОБРАЗОВАТЕЛЬНЫЙ ТУРИЗМ - ЛУЧШИЙ СПОСОБ РАСШИРИТЬ МОЛОДЕЖНЫЙ ГОРИЗОНТ

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**Аннотация:** туризм на сегодняшний день является показателем развития цивилизации, методом познания окружающей действительности, способом повышения культурного уровня и восстановления здоровья людей. В конце XX века туризм становится массовым явлением, а туристский бизнес переживает настоящий бум. Сегодня туризм стал одной из основных категорий международной торговли услугами. В качестве мировой экспортной категории туризм занимает третье место после химикатов и топлива и опережает автомобильные продукты и продукты питания. Во многих развивающихся странах туризм является высшей экспортной категорией. В этой статье представлена информация об одной из наиболее быстрорастущих областей индустрии туризма и путешествий - образовательном туризме. На международном уровне образовательный туризм был признан важным сегментом рынка туризма. Хотя определения образовательного туризма изобилуют, лучший способ концептуализировать сегмент рынка - это посмотреть на широкий круг мероприятий. Кроме того, в статье показана роль образовательного туризма в расширении молодежного горизонта, иллюстрируется процент учащихся языкового обучения по регионам и показаны лучшие в мире студенческие города в 2018 году. Для многих в мире образования месяцы июнь и июль представляют собой конец учебного года и начало высокого сезона туризма. Таким образом, с точки зрения индустрии туризма, поскольку академический год заканчивается, новые туристические образовательные возможности начинают расти.

**Ключевые слова:** образовательный туризм, молодежь, учеба, за рубежом, обучение.

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Tourism today is an indicator of development civilization, a method of understanding the surrounding reality, way to improve cultural level and recovery health of people. At the end of XX century, tourism is becoming a mass phenomenon, and the tourist business is experiencing a real boom. Today tourism has become a major category of international trade in services. As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products and food.

Currently one of the most popular and rapidly growing areas of tourism is educational tourism. The term educational tourism refers to any "program in which participants travel to a location as a group, with the primary purpose of engaging in learning experience that is directly related to the location" [1, p. 28]. Its aim is to improve the education process, to enrich the educational experiences by providing scholarships abroad, tourist packages that include camps, excursions, language classes for any level of knowledge, including training on certain fields (medical, legal, tourism, management, etc.) or on categories of interest (fashion, design, arts, theatre, dance, etc.). It also includes summer schools, and theme camps that are organized nationally and internationally.

It can be stated that the notion of tourism education defines how to teach tourism, which methods to apply, etc.; while educational tourism refers to educational activity implemented through tourism. Educational tourism combines the two areas of activity, i.e. tourism and education (Figure 1). Education has become one of the most important purposes of youth travel, because youth want to study and open the world at the same time. Education helps young people prepare for adulthood. Learning occurs more intensely during childhood and adolescence than during any other phases of the life cycle. Education involves the development of physical or cognitive skills, the acquisition of knowledge, and the shaping of values, attitudes, and beliefs. Education is central to development and to the improvement of the lives of young people globally.

With educational tourism youth are curious about learning host countries language.

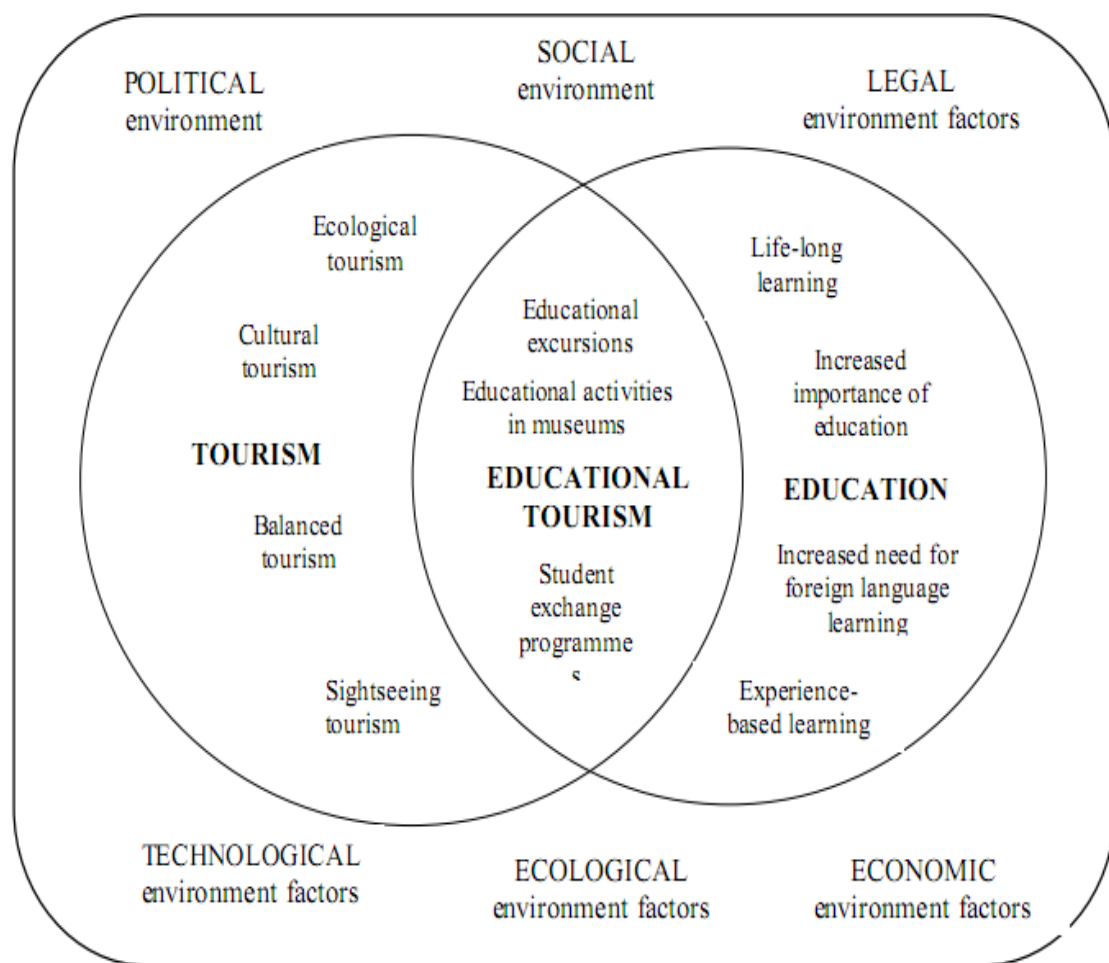


Fig. 1. Structure of Educational Tourism Concept [2]

Language travel, defined as travel abroad to improve language skills and today it has become a structured and important part of global youth tourism market. Approximately 3,000 language travel providers, 50 related language travel associations across the globe, 16,000 education agencies and 2 million students travelling solely for the purpose of language acquisition every year [3]. With the huge economic impact that language travel can have on a destination, there is a growing need for them to be more supportive of national language and travel associations.

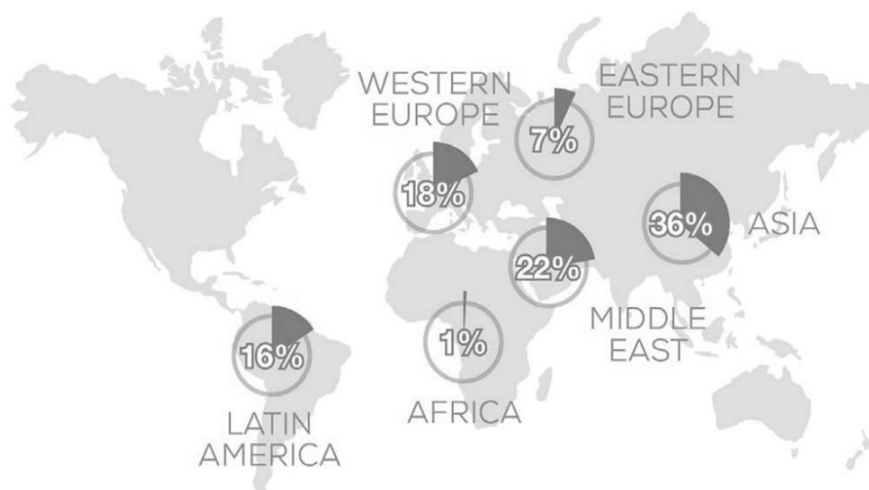


Fig. 2. The percentage of language learning students by regions [4]

There are best destinations for students around the world. In their latest “Best Student Cities” ranking, QS has assessed London to be the world’s best destination for students. Judged on categories such as affordability, employer activity and establishment rankings, the UK capital emerged on top with a score of 482. Close behind was Tokyo with 479 and Melbourne with 475.

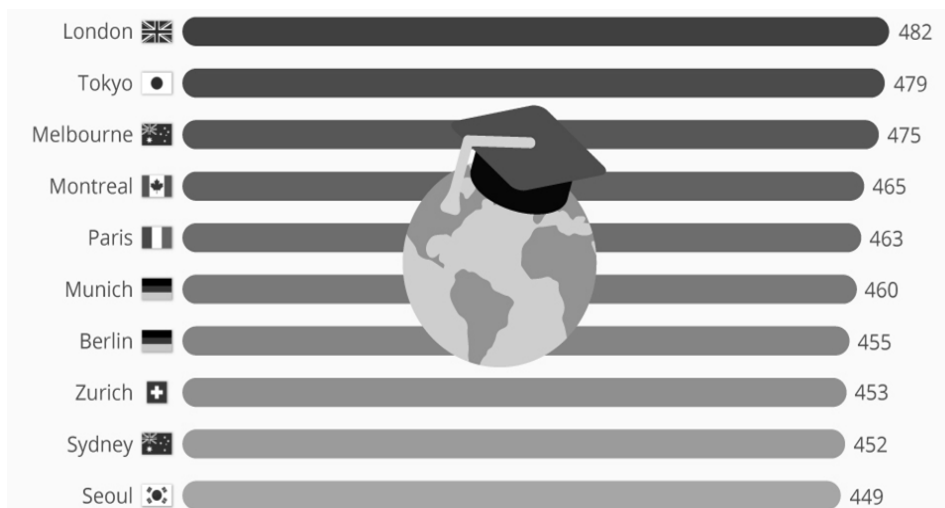


Fig. 3. The World's Best Student Cities in 2018 [5]

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