

RNI – MPENG/2011/46472

ISSN-2249-9512



**Journal of Management Value & Ethics**  
(A quarterly Publication of GMA)

**Dr. Prabhakar Singh Bhadouria**  
Editor-in-Chief

**Advisory Board**

**Dr. Umesh Holani**  
Professor, SOS in Commerce,  
Jiwaji University, Gwalior (M.P.)

**Dr. Sandeep Kulshreshtha**  
Professor  
Institute of Tourism & Travel  
Management  
Gwalior, (M.P.) INDIA

**Dr. S. P. Bansal**  
Vice-chancellor  
Himachal Pradesh Technical  
University, Hamirpur ( H.P.)

**Prof. Moyosola A. Bamidele**  
School of Global Health & Bioethics  
EUCLID University  
The Gambia

**Dr. S.K.Singh**  
Professor SOS in Commerce,  
Jiwaji University, Gwalior (M.P.)

**Dr. B.S. Patil**  
Director  
School of Research & Innovation  
CMR University, Bangalore

**Dr. D.A.C. Silva**  
Director General of SLITHM Colombo,  
Sri Lanka

**Dr. Prakash C Bhattarai**  
Associate Professor  
Department of Development  
Education  
Kathmandu University, Nepal

**Dr. S. Rangnekar**  
Head, Deptt. of Mgmt. Studies, IIT,  
Roorkee, Deharadun (Uttarakhand)

**Dr. Raj Kumar Singh**  
Professor  
School of Mgmt. Studies, Varanasi

**Dr. Bateshwar Singh**  
Associate Professor,  
Dept. of Commerce & Financial  
Studies Central University Ranchi,  
Jharkhand

**Dr. Khamidov Obidjon**  
Head, Tourism Deptt. University of  
Economics, Uzbekistan

**Dr. Sol Bobst**  
University of Houston Victoria,  
Texas, U.S.A.

**Dr. A.K. Jha**  
Professor  
Deptt. of Mgmt. Greater Noida

**Editorial Board**

**Dr. Manoj Patwardhan**  
Professor, ABV-IITM,  
Gwalior (M.P.)

**Dr. Suvigya Awasthi**  
Professor, School of  
Management, Jiwaji University  
Gwalior

**Dr. Ajay Wagh**  
Professor & Dean, Deptt of Business  
Management, IGNTU, Amarkantak (M.P.)

**Dr. Surabhi Singh,**  
Associate Professor,  
IMS, Ghaziabad (U.P.)

**Dr. Avinash D. Pathardikar**  
Professor & Dean, Deptt. of HRD.  
V.B.P. University, Jaunpur (U.P.)

**Dr. Ampu Harikrishnan**  
Dean School of Business Indus  
International University, Una (H.P.)

**Dr. Lilambeswara Singh,**  
Professor & Head  
St. Johns College of Engg. & Tech.  
Yemminagar, Kurnool (A.P.)

**Dr. Ruturaj Baber,**  
Asst. Professor, Prestige Institute  
of Mgmt., Gwalior (M.P.)

**GWALIOR MANAGEMENT ACADEMY**

C-17 Kailash Nager, Near New High Court, Gwalior-M.P. 474006 (INDIA)  
Phone No. 0751-2230233, 9425121133

## C O N T E N T S

S.No.	Articles	Page
1.	<b>ANALYSIS OF THE METHODOLOGY OF ACCOUNTING FOR ECONOMIC RISKS IN DETERMINING THE FLEET OF CARS IN THE CONDITIONS OF THE UZBEK RAILROADS</b> Egamberdieva Khurshidakhon Alisherovna	6
2	<b>STRATEGY FOR MODELING THE EFFECTIVENESS OF THE EFFECTIVE USE OF ECONOMIC POTENTIAL IN THE SPHERE OF TOURISM</b> Khalbaev Shakhriyor Abdullaevich	14
3	<b>THE QUALITY OF TRADING SERVICES: EXPECTATIONS AND REQUIREMENTS</b> Lochinbek Bakhromovich Hudojarov	23
4	<b>STAGES OF FORMATION AND DEVELOPMENT OF EDUCATIONAL TOURISM SERVICES IN THE WORLD</b> Maxmudova Nodira Uktamovna	28
5	<b>ANALYSIS OF MAIN INDICATORS OF INNOVATION COMPETENCE OF INDUSTRIAL ENTERPRISES</b> J.K. Boymurodov	33
6	<b>IMPROVEMENT OF INNOVATIVE PROCESSES IN THE TRANSPORT INDUSTRY OF UZBEKISTAN TOURISM</b> Nosirova Umida Mizrobovna	37
7	<b>WAYS TO INCREASE THE LEVEL OF EMPLOYMENT OF THE POPULATION WITH THE HELP OF TELECOMMUNICATION TECHNOLOGIES IN THE DIGITAL ECONOMY</b> Nazarova Gulruh Umarjonovna	41
8	<b>PRINCIPLES OF IMPROVING THE QUALITY OF EDUCATION BASED ON THE USE OF ICT</b> Akhmedova Barno Abdiyevna	48
9	<b>PRICE POLICY IN THE TELECOMMUNICATION SERVICES MARKET</b> Ochilov Laziz Siddiqovich	59
10	<b>TRANSFORMING THE CONVERGENCE OF THE UZBEKISTAN INSURANCE MARKET</b> Pardayev O'ktam Berdimurodovich	69
11	<b>ORGANIZATIONAL AND ECONOMIC ASPECTS OF EFFECTIVE IMPLEMENTATION OF INFORMATION COMMUNICATION TECHNOLOGIES IN MARKETING PRODUCTS OF INDUSTRIAL ENTERPRISES</b> Sharipov G'ulom Qarshi o'g'li	76
12	<b>CHANGING EMPLOYMENT FORMS IMPACT OF THE MARKET OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND TELECOMMUNICATION SERVICES</b> Uzaqov Ortiq Shaymardanovich	84
13	<b>IMPROVING THE ECONOMIC MECHANISM OF DEVELOPING THE COMPETITIVENESS OF THE TOURISM INDUSTRY OF BUKHARA REGION</b> Tukhtaev Umidjon Shukhratovich	90
14	<b>PROSPECTS FOR THE DEVELOPMENT OF BANKING SERVICES IN UZBEKISTAN</b> Khuzhayorov Kh.B.	97

15	<b>IMPROVING METHODS FOR ASSESSING THE EFFECTIVENESS OF THE POTENTIAL OF TOURIST DESTINATIONS IN THE SUSTAINABLE DEVELOPMENT OF TOURISM</b> Beknazarov Behzod Baxtiyor o'g'li	104
16	<b>BARRIERS IN ENSURING EFFICIENT USE OF LOCAL RESOURCES</b> Ismoilova Sanobarkhon Yakubovna	110
17	<b>INTERNATIONAL HOTEL CHAINS AND THEIR EFFECTIVENESS IN THE DEVELOPMENT OF TOURISM AND HOSPITALITY INDUSTRY</b> LAYLO BEKMURODOVA	115
18	<b>INNOVATIVE ACTIVITY DEVELOPMENT TENDENCIES IN AGRICULTURE</b> Burkhanov Alisher Hadjimurodovich	122
19	<b>AGGLOMERATION DEVELOPMENT CLUSTERING SYSTEM</b> Xidoyatova Nigora Shorakibovna	134
20	<b>ASSESS THE IMPACT OF FACTORS ON THE MANAGEMENT PROCESSES OF ENTERPRISES IN THE CONSTRUCTION INDUSTRY</b> Iskandarov Bekzod Abdijalilovich	143
21	<b>THEORETICAL ASPECTS OF HEALTH TOURISM IN UZBEKISTAN</b> Khayrullaev Abdulatif	147
22	<b>INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT OF THE HOTEL BUSINESS</b> Abdullaeva Zulfiya Izzatovna	153
23	<b>METHODOLOGY AND STATISTICAL INDICATORS ON TRENDS OF FOREIGN GRAIN PRODUCERS</b> Turaeva Gulizahro	160
24	<b>MOTIVATIONS FOR THE DEVELOPMENT OF ECOLOGICAL TOURISM AND MECHANISMS OF ITS REGULATION</b> Narzullayeva Gulchekhra Salimovna, Umirov Jasur Temirkulovich	165
25	<b>INCREASING THE EFFICIENCY OF USE OF TRANSPORTATION SERVICES</b> Khaydarov Jahongir Aktamovich	173
26	<b>THE ISSUES OF HUMAN CAPITAL DEVELOPMENT OF HIGHER EDUCATION SYSTEM IN UZBEKISTAN</b> Khajimuratov Abdukakhkhor Abdumutalovich	179
27	<b>ECONOMETRIC MODELING OF THE BUILDING MATERIALS INDUSTRY</b> Turayev Bakhtiyor Ergashevich	192
28	<b>THEORETICAL FOUNDATIONS OF STRATEGIC DEVELOPMENT OF TOURISM IN THE REGIONS</b> Karshiev Adham Anvarovich	200
29	<b>DEVELOPMENT ANALYSIS OF FRUIT AND VEGETABLE CLUSTERS IN UZBEKISTAN</b> Olim Albaevich Juraev	207
30	<b>DEVELOPMENT TRENDS OF THE MARKET OF HIGHER EDUCATION SERVICES IN UZBEKISTAN AND DIRECTIONS FOR IMPROVING THE MANAGEMENT PRACTICES OF HIGHER EDUCATION INSTITUTIONS</b> Odinayeva N.F.	213

## STAGES OF FORMATION AND DEVELOPMENT OF EDUCATIONAL TOURISM SERVICES IN THE WORLD

**Maxmudova Nodira Uktamovna**

Phd researcher of Bukhara state university, Uzbekistan

[mahmudova.nodira@gmail.com](mailto:mahmudova.nodira@gmail.com)

---

### ABSTRACT

In this article, the formation and development of educational tourism services and their 5 development stages provided with analyzed data. The factors affecting it were studied, grouped and described according to their periodicity. Information was provided on the development trend of modern educational tourism.

**Key words:** Sages of formation of educational tourism, affecting factors, periodicity, modern period, trends.

---

### INTRODUCTION

Over the years, researchers have studied the changing factors of travel motivation in a practical way, analyzed its different approaches and perspectives. The dynamic nature of travel motivation has prompted extensive research in this area. The decisions made by tourists are reflected in their travel behavior and are considered very important for the development of the tourism industry.

Today, educational tourism has reached the international level as a result of globalization, and we can observe the growing trend of student exchange. "Students seeking knowledge and skills are an important segment of the international educational tourism market."<sup>1</sup> According to statistics, the number of international students is expected to exceed 300 million by 2027, while their mobility is increasing.

#### Research methods

In this study, historical and rationality, scientific abstraction, analysis and synthesis, comparative analysis and modeling methods were used, and the stages of development of educational tourism services were grouped from both historical and practical perspectives.

#### Results

We found it necessary to study the evolution of formation and development of educational tourism services in the following stages:

1. The stage of emergence of educational tourism services;
2. The stage of formation of educational tourism services;
3. Development stage of educational tourism services;
4. Stage of stagnation in educational tourism services;
5. The stage of globalization of educational tourism services.

1. *The stage of the emergence of educational tourism* is represented by the first manifestations of mobility in antiquity (III century BC - X century AD). The civilization of the ancient Roman and Greek countries was the formation of the foundations of fields such as exact sciences, philosophy, literature, architecture and fine arts, the formation of thinking about philosophy and exact sciences by Socrates, Plato, Aristotle, Homer's "Iliad" and "Odyssey" as ancient monuments of literature epics, sculptors and artists' works are characterized by the perfect representation of the human figure and its movements. During this period, many famous scientists went to Greece on the purpose of educational ". Also, parents sent their children to the island of Rhodes in order to get acquainted with

---

<sup>1</sup> Ritchie, B. J. R., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. Wallingford: CABL. 267 pp.

Greek culture and science. It should be noted that the Chinese philosopher and political figure Confucius and his students spread their knowledge to the countries of Central Asia in the 6th-5th centuries BC. According to S. Chen<sup>2</sup>, in 497 BC, he followed the disciples of Confucius and traveled around Central Asia for 14 years. His original goal was to share his thoughts with several rulers on governing society through moral values rather than violence. Later, one of the founders of the Islamic Renaissance, Musa Al-Khwarizmi (783-850 years), who created the science of algebra, traveled all his life, engaged in science in the fields of physics, philosophy, anthropology, and wrote "Geodesy", "India". Another example is Abu Rayhan Beruni (973-1048), who created such immortal scientific works as "Mineralogy", "Relics of Ancient Peoples". Abu Ali Ibn Sina is known to the world as a nickname of Avicenna, the author of such an immortal work as "The Laws of Medicine", and became as the "father" of medical science. (980-1037), considered a great encyclopedist. So, science, art and literature and philosophical teachings of the ancient world served as the main factor in the formation of educational tourism.

In general, the formation period of educational tourism is reflected in the historical processes directly related to the formation and development of science, educational services. For example, in the ancient times, science developed and positive changes were observed in educational tourism, corresponding to the current period, but in the VI-IX centuries, political instability between the states led to a decrease in attention to science, and a state of relative stagnation was observed. The representatives of science were engaged in the study and interpretation of existing science. So, we can note a relatively stagnant situation in educational tourism.

2. *The stage of formation of modern educational tourism services (XI-XVII centuries).* Starting from the XI-XII centuries, the first medieval universities in Europe are characterized by the formation of the University of Bologna in 1088 and the University of Paris in approximately 1150. These and other medieval European universities were educational corporations that awarded degrees (bachelor's, master's, doctorate, etc.). The basic degree is licentiate ("licentia ubique docendi"), which means "the right to teach everywhere"<sup>3</sup>. This degree was recognized in all European countries. This and the existence of a single Latin script led to the formation of a single educational environment of European universities in the Middle Ages. Students and teachers had the right to move from one university to another, which was an educational system that was not observed in other countries of the world at that time. But the lack of development of transport and road infrastructure had a negative impact on "intellectual migration". For this reason, student mobility in the 15th century corresponded to approximately 20-25% of the total number of students.

3. *Development stage of educational tourism services (XVII-XX centuries).* In the 17th century in England, travel was interpreted as an important part of education, and Grand Tours (French - "grand tour") began to appear<sup>4</sup>. People realized that traveling can broaden one's worldview, and it began to be seen as an essential condition for being considered an intelligent person. The first manifestations of mass tourism appeared in the 18th century. More than 40,000 European aristocrats, mostly aged 15-21, traveled to European countries, including France and Italy, which occupy a permanent place on the route. The main goal of their trip was to learn the culture, lifestyle, science, and language of other countries. During this period, the French language was considered as an international language, and the interest of educational tourists for the purpose of language learning increased.

At the beginning of the 19th century, after the first railways appeared in the USA and European countries, the English businessman Thomas Cook organized the first collective tourist trip and founded such concepts as travel agency and tour package. In the middle of the 19th century, the rapid development of capitalism and the construction of railways in Europe attracted the middle class

<sup>2</sup> Chen S.C. Understanding the Evolving Roles of Outbound Education Tourism in China: Past, Present, and Future // Athens Journal of Tourism. -2020. - Vol.7. - P. 101 – 116

<sup>3</sup> Gaines Post and William J. Courtenay. [The Papacy and the Rise of the Universities.](#) / [Education and Society in the Middle Ages and Renaissance](#) series/ chapter 5, 2017.116–121p.

<sup>4</sup> <https://dic.academic.ru/>

of society to educational tourism. During this period, the number of travel agencies increased, the population's interest in travel increased and exceeded the borders of Europe. Among the factors that cause the development of international tourism in Europe, especially in Great Britain, it is possible to list the convenience of railway and water transport infrastructure, the high lifestyle of the population, and the development of the economy<sup>5</sup>. The increase in the quality and reliability of transport, the decrease in the price, the increase in the standard of living of the population, and the relative shortening of working hours have led to an increase in the flow of tourists. Followingly, tourism infrastructure began to form.

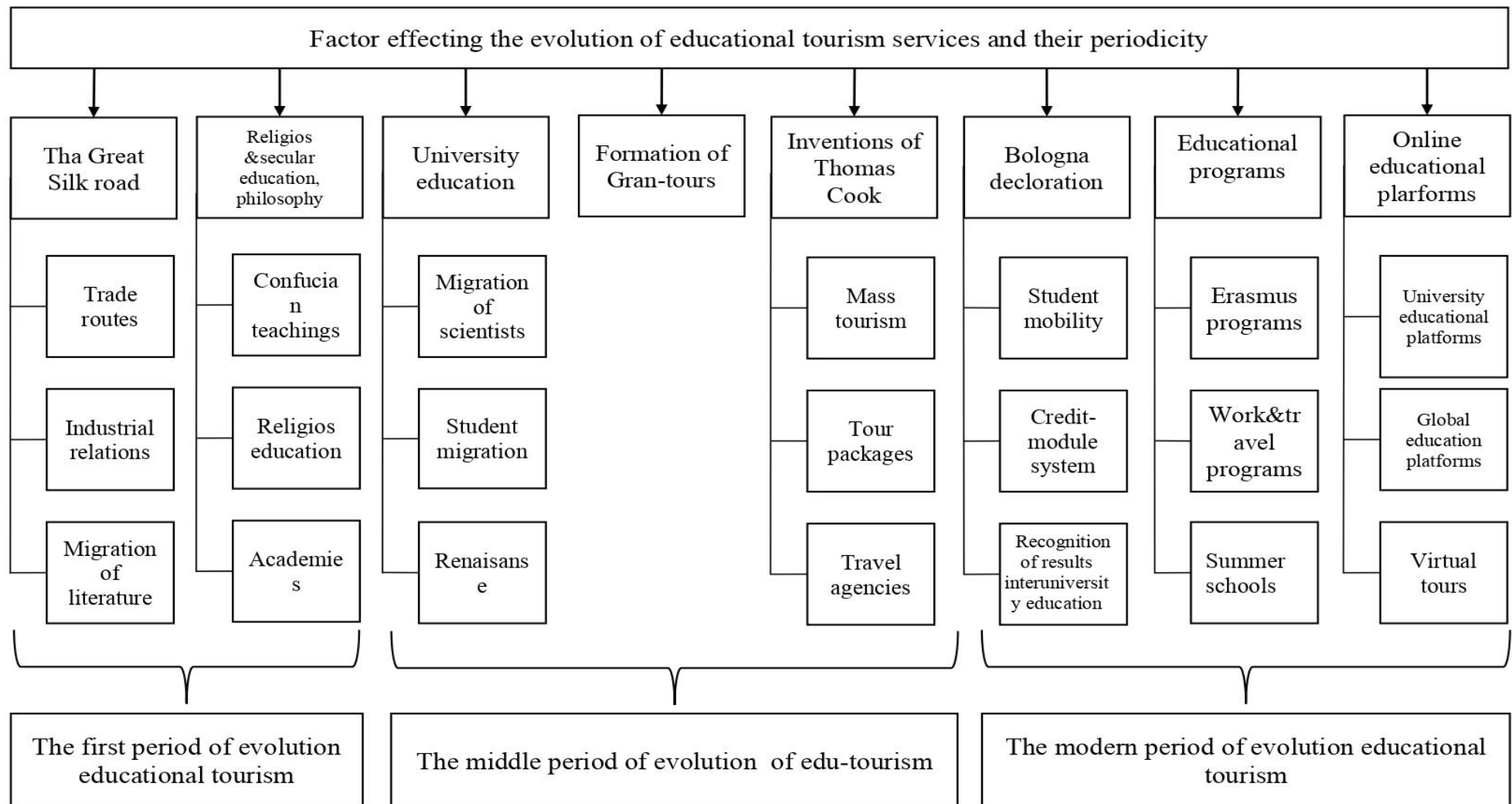
4. *Stagnation stage in educational tourism services* (early 20th century - 1945 years). Due to various political instability and world wars during this period, the scope of international academic exchanges was sharply reduced. In the post-war period, as a result of the "separated" activities of the states, various forms of excursion trips developed mainly within the territory of the countries.

5. *The stage of globalization of educational tourism services* (from the end of the 21st century to the present). In the 80s of the 20th century, the stabilization of international economic and political relations in the USA and European countries paved the way for the reformation and development of mass educational tourism. Various international scientific and educational projects have been developed. Erasmus program (since 1987), "Work and travel" programs had a significant impact on the rapid development of educational tourism. Although the coronavirus pandemic that began in 2019 had a serious negative impact on educational tourism services, and a rapid recovery is currently being observed. In addition, the changes in the education system during the pandemic, distance education, virtual reality, and online educational platforms have opened the way for the emergence of new types of educational tourism services.

So, *the first period* of educational tourism dates back to the history of the ancient world - Confucian education, the emergence of the Great Silk Road. Also, under the influence of socio-economic, political, cultural and historical factors, the development of educational tourism has its own characteristics at different historical stages (Figure1). In the evolution of educational tourism, *the middle period* can be defined as the 11th-12th centuries - the formation of the first universities, the 17th century - the "Grand Tour" educational trips by aristocratic British youth, and Thomas Cook's establishment of the 1<sup>st</sup> mass tourism. *The modern period* of educational tourism is reflected in the last 30 years of globalization

---

<sup>5</sup> Московкин Владимир Михайлович, Янь Цзысюань. ОБРАЗОВАТЕЛЬНЫЙ ТУРИЗМ: ПРОИСХОЖДЕНИЕ, ОПРЕДЕЛЕНИЕ И ТРЕНДЫ Научно-практический электронный журнал «Оригинальные исследования» (ОРИС) • № 03 • 2022. 96-99стр



**Figure1. Factors affecting the evolution of educational tourism and its periodicity<sup>5</sup>**

<sup>5</sup> Developed by the author



processes in educational tourism.

This period is reflected in the activities of various international programs and projects as a result of scientific and technical progress in various fields and the globalization of science, education and practice.

In our opinion, the historical factors affecting the development of educational tourism are as follows:

- The emergence of the first universities (University of Bologna; University of Paris);
- Grand tours;
- Inventions of Thomas Cook (tour package, tourism)
- Bologna Declaration (Student mobility, credit module system, recognition of results of inter-university education);
- Various educational programs (Erasmus, Summer school, Work and travel);
- Online educational platforms

The emergence of the first universities implemented an educational system that shaped the migration of scientists and the mobility of students. Consumers of grand tours are mainly the children of aristocrats, and the main destinations for mass visits are Italy and France, and the main language of study is French. And Thomas Cook organized sightseeing trips for the general public.

In our opinion, the signing of the Bologna Declaration in 1999 marked the beginning of modern educational tourism. Based on this, student mobility, credit-module system, mutual recognition of inter-university education results became the main reason for the increase in educational tourism indicators. In particular, various international educational programs and schools (Erasmus program, Work and study program, Summer schools) also have a great importance. In particular, the profile of consumers of online educational platforms has expanded after the global pandemic. In addition, it is possible to list university education platforms, global education platforms and virtual tours. So, *modern educational tourism* refers to the travel of the general public for the purpose of education, experience, and skill improvement through the developed tourism infrastructure.

According to Grand View Research<sup>6</sup>, the global education tourism market is expected to reach \$974.7 billion by 2030 and is expected to grow at a compound annual growth rate (CAGR) of 13.0% from 2023 to 2030<sup>7</sup>. Factors affecting the growth of Educational Tourism Market:

- increased communication between countries with international trade,
- cheap transport infrastructure;
- state marketing initiatives for educational and cultural centers;
- Convenient visa policy for tourists;
- y demand for courses;
- increased government initiatives to develop the country's tourism industry;
- increased interest in the feeling of culture and antiquity of historical places;
- increase in free time of the population;
- growth of discretionary income of people.

USA, India, UK, Turkey, Italy and Greece are some of the best places for educational tours around the world. The visa duration for tourists (at least 2 months) has a direct impact on educational tourism. In particular, the duration of the visa is proportional to the stay of travelers in the same area, and allows direct access to the study of the historical and cultural heritage of this place. For students, this is an invaluable opportunity to acquire relevant skills while mastering theory in practice.

### Conclusion

Entities competing in the market offer various additional services to meet the demands of a wide audience of consumers. Such tours offer a combination of practical and theoretical learning, including visits to historical sites, shopping centers, manufacturing, service enterprises or other

<sup>6</sup> <https://www.grandviewresearch.com/>



attractions. The increase in the disposable income of people worldwide is another factor that activates educational tourism. As living standards rise, so does the demand for authentic travel experiences.

In conclusion, it can be said that various countries set the development of educational tourism as a strategic goal in their activities in the field of education and tourism. But in order to achieve this goal, the condition of the relevant infrastructures must meet the requirements. From the analysis of the above countries, the regions have an advantage in one or another scientific field. Also, the macroeconomic indicators and political stability of the country have a direct impact on the increase in the indicators of educational tourism services.

### References:

1. Ritchie, B. J. R., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. Wallingford: CABI. 267 pp.
2. Chen S.C. Understanding the Evolving Roles of Outbound Education Tourism in China: Past, Present, and Future // Athens Journal of Tourism. -2020. - Vol.7. - P. 101 – 116
3. Gaines Post and William J. Courtenay. [The Papacy and the Rise of the Universities./ Education and Society in the Middle Ages and Renaissance](#) series/ chapter 5, 2017.116–121p
4. Moskovkin Vladimir Mikhailovich, Yan Zixuan. EDUCATIONAL TOURISM: ORIGIN, DEFINITION AND TRENDS. Scientific and practical electronic journal "Original Research" (ORIS) • No. 03 • 2022, 96 pages
5. <https://www.grandviewresearch.com/>
6. <https://dic.academic.ru>