

EDUCATIONAL TOURISM: A NEW CONCEPT OF SUSTAINABLE DEVELOPMENT OF TOURISM

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ABSTRACT:

Purpose of the study: educational tourism can be used as one of the tools to attract foreign students into the educational institutions. The study aims to learn about the existing practices in the organizations for the international students and explores the methods and processes to identify the resources of admitting international students who intend to join institutions in Rajasthan, India, in future for their higher education. The research is intended to shed light on the fact that the Indian economy is heavily reliant on the tourism industry

Methodology: This study used the descriptive research method to analyze the current state of India's educational tourism industry by using secondary data. An extensive library of publications, books, periodicals, websites, and publicly available government data were used to gather information. In essence, this is an explanation study. The information gathered from various sources has been examined, and data pertinent to educational tourism has undergone additional analysis. The researcher concluded that educational tourism is aiding the Indian tourism industry to achieve sustained growth.

Main Findings: A novel idea in the tourist industry, educational tourism aids in bringing students from around the world to India. Student exchange programmes, faculty exchange programmes, and higher education from one country to another are a few worldwide accepted concepts of educational tourism. The findings of the present study reveal that India's tourist industry has recorded growth majorly in organization, centralization, and GDP contribution.

The implication of the study: In order to advance the educational system, cultural interchange, GDP growth, and recruitment of more international students in Rajasthan, India, certain institutions have developed educational tourism. Future scholars, companies, and educational consultants may find this study beneficial in understanding the advantages of educational tourism in Rajasthan, India. Under educational tourism, institutions and consultants can learn more about the procedure and exposure of the pupils. According to the study's conclusions, the government may also benefit from this research for the advancement of its policies regarding foreign students from other nations.

Novelty of the study: In India, educational tourism is a relatively new idea; there aren't many studies on it. Although a few studies have been done on educational travel, but the researcher has not come across to any research purely dedicated on educational tourism. This study emphasizes on data and facts gathered to re-establish the notion of significance of the educational tourism in terms of the long-lasting sustenance of the travel industry.

Keywords: Educational tourism, tourism, education, foreign students

INTRODUCTION

The creation of jobs, the flow of foreign currency, and economic expansion are all significantly influenced by tourism. India offers a multitude of tourism products since it is blessed with a distinctive culture, nature, heritage, vibrant markets, and traditional hospitality. All that is required is to provide it to the customer in an appealing way. Any nation's tourism industry expands based on the availability of facilities for infrastructure, lodging, transportation, and recreation, therefore a variety of stakeholders—from the federal and state governments to business owners and the general public—play crucial roles in this practice.

Education and tourism are inseparable since they complement one another's benefit. One of the many enjoyable ways to obtain education is through travel and tourism. Other interesting ways include enrolling in educational institutions, reading books and attending events. Educational

tourism is the term used to describe when people go to another area, city, or country in order to enroll in schools or training facilities in order to further their education. Through educational travel, people can learn more about the programmes or goals of their studies as well as the environment, the socioeconomic environment, and the cultural surroundings.

The term "educational tourism" denotes the educational travel experiences which are planned and created with a purpose to meet or fulfil educational objectives precisely. Such sightseeing and educational tours enable students and participants to have world-class Glocal (Global & Local) and lifetime learning experiences that greatly enhance their knowledge outside of the classroom. There are elements of fun mixed in with high-quality learning on vacations and in educational travel experiences. Visits to different locations are not only providing an enjoyable experience but also yields significant learning experiences related to the educational goals and learning outcomes.

The growing demand for learning new skills and acquiring knowledge from the best places on earth has led to the global establishment of educational tourism as a unique tourism and travel industry. The growing desire and trends of visitors and travellers to visit new places and sites with learning experiences of one kind or another have added appeal for the tourists. (D. Kumar, 2015)

Literature Review

The study "Beyond Educational Tourism: Lessons Learned While Student Teaching Abroad" by Quezada, R. L. (2004) highlighted various issues that student teachers had to face while teaching abroad, such as adapting to the curriculum, peer contact, language barrier, etc. In addition to mentioning a number of significant difficulties, this study also provided recommendations that schools of education should consider as they prepare and expose aspiring teachers to international student teaching abroad.

J. Vistad Haukeland In their working paper titled "Educational Tourism and Interpretation," O. I. Daugstad, K., and Degnes-Qdemark, H. G. (2013) made an effort to analyse the ideas of educational tourism and interpretation for keeping the eco-tourism or nature-based tourism in view. The study demonstrates the value of nature-based educational tourism in luring visitors to their excursions. According to a summary of the study, management of tourists should focus on teaching and interpretation, as well as the development of a workable system for valuing visitors with an eye toward environmental education.

According to research by Goyal M. M. (2014) in "Educational Tourism: Analysing The Global Trends," some of the main concerns for students who want to study abroad include financial resources, immigration regulations, cost of living, and hostel amenities. Some of the measures the author suggested are creating a tourism educational inventory, examining student needs and aspirations to be addressed. The study further proposed how the government of India can make efforts to attract foreign students to India by offering flexible study options to tourists coming with the intention of learning and studying, and by offering them Indian hospitality in a way that facilitates their enrollment and extend their stay.

With reference to the Hadauti and Shekhawati Regions of Rajasthan, India, Sharma, A. (2015) studied "Educational Tourism: Strategy for Sustainable Tourism Development" and found that a lack of educational programmes, awareness campaigns, and marketing initiatives are some of the reasons why the region is unable to draw tourists to it. The author opined that Education tourism

should be one of the growth strategies for the sustainable development of sustainable education tourism, and as a result, universities and educational institutions should be mandated to conduct education tours once a year to promote the development of tourism for education.

D. Kumar and K. Archana (2015) The history, present, and future scenarios of educational tourism in India were examined in a scenario study titled "Educational Tourism in India: Past, Present, and Future." Despite the opaque picture of out-bound edu-tourism in India, the report highlighted that India as a significant tourist destination for educational purposes has a bright future. Despite the current state of educational tourism in India seems to be murky, the author stated based on research that it has the capacity to shine. The author went on to note that India has a wealth of tourism resources that might be utilised to support educational tourism in this country.

Aliyeva, G. (2015) by examining the cultural exchange between local and international students in Gazimagusa, North Cyprus, the researcher studied the effects of educational tourism on the local community. "Impacts of Educational Tourism On Local Community: The Case of Gazimagusa, North Cyprus." The study showed that the cultural interactions between local students and foreign students had a significant impact on them. The study also exhibited that local students felt extremely positively about having international students live in their neighbourhood and advised that more research is needed to understand the enabling and limiting elements that provide difficulties for the locals.

Study on "Educational Tourism in The Training of Future Tourism Professionals" by I. Dembovska, I. Silicka, and V. Ubkina was published in 2016. In order to prepare future tourism professionals, the author examined educational tourism. According to the study, professional study excursions are in the most demand. The majority of the pupils want to receive more instruction in running hotels and restaurants.

The study "Analysis of Supply and Demand to Enhance Educational Tourism Experience in The Smart Park of Yogyakarta, Indonesia" was conducted by Wijayanti, A., Damanik, and C. in 2017. In this study, the analysis of the educational tourism experience solely takes into account supply and demand for tourism as independent factors. According to the study's findings, the tourism experience is still not very good and there is a supply and demand mismatch in the industry. It is advised that new strategies be developed to help tourists learn more in order to design additional attractions for educational tourism.

In a research titled "Rethinking Educational Tourism: Proposing A New Model and Future Directions," authors C. A. Mcgladdery and B. A. Lubbe (2017) recommended a process-driven, conceptual model of education tourism focused on outcomes. The study also specified that one of the most under-researched topics in literary research is educational tourism and set out to define the essential views and concepts in the field. The research results showed that this is simply due to a lack of agreement on the definition, characteristics, and market segmentation of educational tourism.

Maga, A., and Nicolau, P. (2018) attempted to conceptualise the idea of educational tourism in connection to the conceptual framework of other types of tourism in their study, "Conceptualizing Educational Tourism and The Educational Tourism Potential (Evidence from ASEAN Countries)". The author created a theoretical framework for categorising different tourist types who go on academic mobility within the context of educational tourism. The study gave a good explanation for the overall assessment of the educational tourism potential in ASEAN

nations. The majority of tourists are drawn to these, and ETP indicators show good developments.

Foreign students in India are from 166 different nations around the world, according to Mohan, M. (2018) in his report on the "All India Survey on Higher Education (AISHE)". The top 10 nations account for 63.4 percent of all enrolled international students. He also discovered in his survey that the majority of international students come from nearby nations, with Nepal accounting for 24.9% of the total, followed by Afghanistan (9.5%), Sudan (4.8%), Bhutan (4.3%), and Nigeria (4.0 percent).

Summary of Literature Review

After review of the numerous research articles, the researcher noted that a few studies had been conducted on specific types of niche tourism, such as medical tourism, eco- and sustainably-minded travel, heritage travel, agro-tourism, rural travel, etc. Researchers, particularly in the context of India, have found that one aspect of educational tourism is under-researched.

To the best of the researcher's knowledge, there are quite a few studies conducted on the effects of educational tourism but the difficulties and problems encountered in the section of operations and procedures in the Higher education institutions faced by domestic and foreign students, tour companies, and educational consultants who arrange educational trips and travels, as well as exchange programs have not been addressed so far.

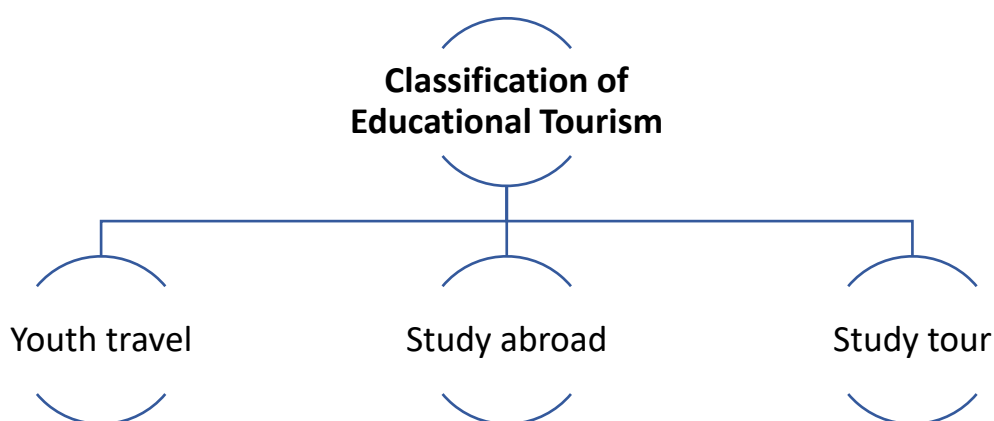
Methodology

The nature of this work is descriptive and explanatory. Information regarding the current state of educational tourism in India has been gathered using the descriptive technique of research. The secondary data that were used in this study were taken from reports, books, websites, magazines, conference papers, journals, and other published material from government and non-government entities.

Discussion/Analysis

Educational tourism and its classification are the supreme part of any economy. This paper shows a vision towards it and its role in the sustainable development of Indian Educational tourism. Examples of educational tourism includes: educational cruises, school excursions, seminar vacations, study abroad opportunities, and self-improvement vacations. Despite the fact that there is no definite classification for education tourism

The classification of the Educational Tourism as:



Youth travel options include: school field trips, educational tours and short excursions, educational cruises, student exchange programmes, youth exchange programmes, and summer camps.

Study Abroad Programs includes: International Student Exchange Programs, Self-Improvement Vacations International Research Programs

Study tours includes: include those that explore culture and heritage, spirituality and pilgrimage, the arts of wellness, wildlife discoveries, adventures, and languages.

Conclusion

The researcher concluded that educational tourism has caught the attention of researchers both in India and overseas after looking through study articles. In the literature, educational tourism is considered to be understudied, particularly in the setting of India.

It is observed during the course of the review of literature that the range and scope of educational tourism as a concept were not clearly delineated in the studies done in the area so far.

Limitations of the study

The study has some limitations that were found. It was unable to draw meaningful conclusions about different institutions because of the study's extensive scope. Other than education, no other type of tourism is covered by the study. The study also focuses solely on educational tours and travel activities by government organizations, tour companies, and institutions of higher education.

Future Scope of the Study

Future research should investigate some practical ramifications since the study is theoretical in nature. Measuring the effectiveness of educational tourism in terms of finances (profitability of investments, profitability of sales, and financial profitability), operations (profitability of sales, volume of sales, market share, customer retention rate, and product quality), and organizational efficiency may support other advancements in this direction.

Suggestions & Recommendations:

On the basis of the data and facts explored through the review of literature, the researcher suggests and recommends the following concepts with regards to the course designing and curriculum building in order to promote educational tourism:

- There should be some special courses to be designed especially for the students of African and Asian continents as the maximum number of students studying in Rajasthan are from the stated continents.
- Globally acknowledged and well-accepted topical areas such as Artificial Intelligence, Machine Learning, Robotics, Animation, 3D, Drone Application, AR/VR and VFX Media and Cyber Security should be included in the curriculum to attract them.
- The customized courses on Yoga, Wellness and Naturopathy may also be proposed.
- The combination of Wellness and Information Technology courses may also be one of the attractive options for the foreign students as they will get their respective degrees with the wellness certificates.

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