
The Role of Educational Tourism in Forming the Innovative Economy

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Abstract: This article highlights the role of educational tourism in shaping an innovative economy. In particular, it was noted that educational tourism is one of the most diverse types of tourism, which is highly cost-effective and serves to improve the quality of education.

Keywords: innovative economy, tourism, educational tourism, training, national income.

Every person living in the modern information society has ample opportunities to develop their knowledge and skills. The great need for rapid assimilation of new knowledge directs citizens of all countries to expand opportunities for education not only in their own country, but also in foreign countries, and motivates the development of international cooperation in the field of education and science.

According to the World Tourism Organization, "in 2019, the number of all incoming tourists reached 1,460 million, and the income from it reached 1,481 billion. US dollars, the world tourism sector is worth 334 million. created new jobs" shows that tourism is very important in the world economy.

Educational tourism, as one of the most diverse types of tourism, includes many inbound and outbound educational tourism destinations such as language learning, education, professional development, vocational training, participation in conferences, and sports.

Our country has opportunities and unrealized potential that are unmatched by any foreign country in the development of tourism. Therefore, the rapid development of this type of tourism is the main factor ensuring that we achieve great success in economic development. That is why, since the year of independence of our country, until now, the reforms implemented in the field of organizing and developing the infrastructure of tourism that meet the requirements of the times are giving positive results.

As the President of Uzbekistan Sh.M. Mirziyoev stated at the 72nd Assembly of the UN in 2017, "wide recognition of our independent country in the world community" will further stabilize friendly relations with the economically developed countries of the world, and speaking about tourism, the flow of visiting tourists will increase every year¹. The discovery of new tourism opportunities in our country and other such changes can be a clear proof of our opinion.

The results of the research showed that, as in other economic sectors, new directions with high economic efficiency are being formed in the field of tourism. Educational tourism is one of the promising areas in the field of tourism.

In recent years, this form of tourism is developing and expanding rapidly in all countries of the world. Because in the process of forming an innovative economy, the need for education

¹ <https://uza.uz/uz/posts/zbekiston-prezidenti-shavkat-mirziyeev-bmt-bosh-assambleyasi-20-09-2017>

increases indirectly and directly during study. In the innovative economy, the desire of every person to receive quality education or the need for additional qualification creates a demand for education, which is the basis for its development and improvement.

The conducted analyzes showed that in 2019, in most countries, including Uzbekistan, the rate of growth in the tourism sector was higher than the rate of GDP growth. However, despite this, it became clear that Uzbekistan is far behind other countries in terms of the share of tourism in the GDP product and the number of employed population (table-1).

Table 1 Comparative analysis of tourism development in the countries of the world and Uzbekistan²

№	Name of the country	Growth rates by country (2019 compared to 2018), %		Share of the tourism services sector in the country's macroeconomic indicators, % (2019)		Export of tourist services (year 2019)	
		GDP volume	including tourism services	GDP composition	In the composition of the population employed in the economy	export of services, billion dollars.	share of total exports, %
1.	USA	2,3	2,3	8,6	10,7	256,1	10,1
2.	China	6,1	9,3	11,3	10,3	40,4	1,5
3.	Japan	0,9	1,6	7,0	8,0	45,3	4,9
4.	Germany	0,6	1,8	9,1	12,5	60,3	3,2
5.	Italy	0,1	2,2	13,0	14,9	51,6	7,9
6.	Great Britain	1,3	1,3	9,0	11,0	48,5	5,5
7.	France	1,2	1,9	8,5	9,4	73,1	8,0
8.	Turkey	0,1	10,1	11,3	9,4	37,1	15,6
9.	Spain	2,0	1,8	14,3	14,6	81,3	16,3
10.	Thailand	2,3	1,8	19,7	21,4	65,2	19,9
11.	Philippines	5,9	8,6	25,3	24,1	9,7	10,8
12.	Australia	1,8	0,8	10,8	12,8	47,3	14,5
13.	Russia	1,1	0,6	5,0	5,6	18,7	3,7
14.	Uzbekistan	5,7	12,3	4,5	4,6	1,3	9,3
	Worldwide	2,5	3,5	10,3	7,5	1313,0	7,0

The data in the table shows that tourism in Uzbekistan is significantly lower than the level achieved by the world economy in terms of extremely important macroeconomic indicators, namely GDP and the number of people employed in the economy. For example, if the share of the tourism sector in the GDP of the world economy was 10.3 percent, and the share of the employed population in the economy was 7.5 percent, in Uzbekistan these figures were 4.5 and 4.6 percent, respectively. In Uzbekistan, the share of tourism services in the country's GDP is almost 3 times lower than that of Italy, 3.2 times that of Spain, 4.3 times that of Thailand, and 5.6 times that of the Philippines. Almost the same situation can be observed in terms of the structure of jobs in the field of tourism services in the number of employed people in the economy. These figures indicate that Uzbekistan, despite having a huge tourist potential, is unable to take full advantage of the opportunities to realize it and turn it into one of the main sources of national income.

² <https://wtcc.org/Research/Economic-Impact> calculated by the author based on official statistics.

Meanwhile, based on the data in the table, another important conclusion can be drawn. This conclusion is that, within the framework of large-scale economic reforms, the state's noteworthy policy of turning tourism into one of the most developed sectors of the national economy is giving its positive results. The reason is that the growth rate of the volume of tourism services increased by 12.3% in 2019 compared to the previous year. According to this indicator, Uzbekistan took the first place among the countries of the world. It should be noted that the rate of growth of tourism services was 0.6% in Russia, 0.8% in Australia, 1.3% in Great Britain, 3.5% in the world, and 12.3% in Uzbekistan. Such rapid growth of the volume of tourism services and the consistent fulfillment of the objectives set in the concept of tourism development in Uzbekistan made it possible to make a final conclusion that it will inevitably become one of the leading sectors of the national economy in the future. Uzbekistan ranks last in the export of tourist services. In 2019, the share of the export of tourism services in the world in the total export was 7.0 percent, and the share in the export of services was 29 percent.

It is known that Uzbekistan has chosen a new course in the economic sphere, that is, an innovative development path aimed at increasing the efficiency of the economy. This, in turn, implies structural changes, quality changes and new approaches in the formation and development of the educational system. In this, more and more attention is paid to creativity, the ability to quickly process information, and most importantly, to use the acquired skills in a professional manner. Therefore, the existence of a full and effective market of educational tourism services is a necessary condition for the development of the country and ensuring a high level and competitiveness of production in the world market.

To sum up, within the framework of priority tasks implemented consistently and with great determination in Uzbekistan in accordance with the "Strategy of Actions", on the one hand, the development of education, and on the other hand, the policy of rapid development of tourism is expressed in the development of educational tourism.

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