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INNOVATSIYALAR VAZIRLIGI
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PROSPECTS FOR THE DEVELOPMENT OF EDUCATIONAL TOURISM IN UZBEKISTAN.

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Abstract: The article analyzes the category of educational and linguistic tourism. In Uzbekistan, in the context of increasing competition in the tourism market, linguistic tourism has a number of advantages and development prospects in the republic. The organization of linguistic tourism requires the development of an organizational and economic mechanism for increasing the effectiveness of educational tourism through linguistic tourism based on leading educational institutions.

Key words. Educational and linguistic tourism, customer focus, virtual reality.

ПЕРСПЕКТИВЫ РАЗВИТИЯ ОБРАЗОВАТЕЛЬНОГО ТУРИЗМА В УЗБЕКИСТАНЕ.

Аннотация: В статье проведен анализ категории образовательный и лингвистический туризм. В Узбекистане в условиях усиления конкуренции на туристическом рынке лингвистический туризм имеет ряд преимуществ и перспективы развития в условиях республики. Организация лингвистического туризма требует разработки организационно-экономического механизма повышения эффективности образовательного туризма за счет лингвистического туризма на базе ведущих образовательных учреждений.

Ключевые термины. Образовательный и лингвистический туризм, клиентоориентированность, виртуальная реальность.

О‘ZBEKISTONDA TA’LIM TURIZMINI RIVOJLANISH ISTIQBOLLARI.

Annotatsiya: Maqolada ta'lim va lingvistik turizm toifasi tahlil qilinadi. O'zbekistonda turizm bozorida raqobat kuchayib borayotgan bir sharoitda lingvistik turizm respublikada qator afzalliklarga va rivojlanish istiqbollari ega. Lingvistik turizmni tashkil etish yetakchi ta'lim muassasalari negizida lingvistik turizm orqali o'quv turizmi samaradorligini oshirishning tashkiliy-iqtisodiy mexanizmini ishlab chiqishni taqozo etadi.

Kalitli so'zlar. Ta'lim va lingvistik turizm, mijozlarga e'tibor, virtual haqiqat.

Increased competition in the labor market, acceleration of migration processes, and increased employer demands for modern competencies are creating new trends in knowledge acquisition. Rapid acquisition of foreign languages, the effectiveness of interactive learning, and communication with native speakers increase the importance of a new area of educational tourism for Uzbekistan - linguistic tourism, the most popular segment of the economic market today. In 2023, the

number of international arrivals worldwide amounted to 1.3 billion people, according to UNWTO estimates. According to the UNWTO World Tourism Barometer, by the end of 2023, world tourism had recovered by 88% to pre-pandemic levels. "It is expected that the release of the remaining unmet demand, the expansion of air services and the more active recovery of Asian markets and destinations will contribute to a full recovery by the end of 2024.", – UNWTO emphasizes.

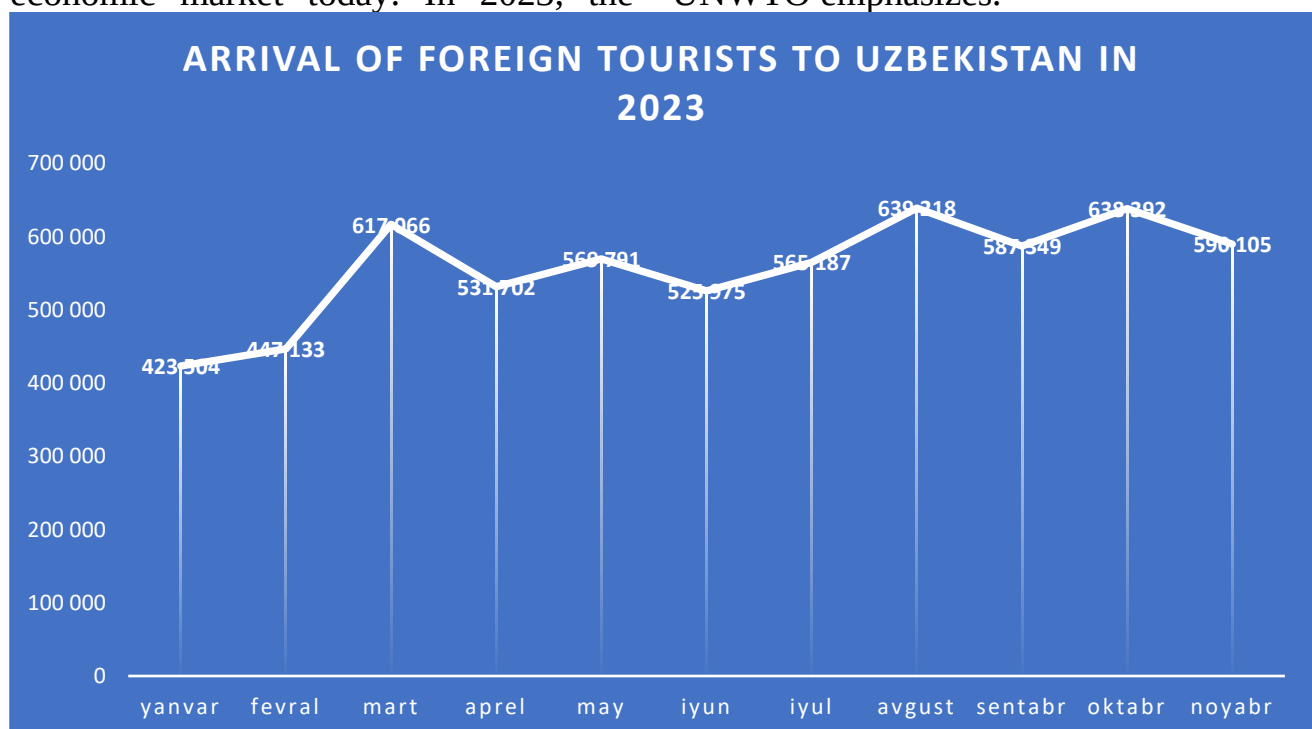


Fig. 1. Dynamics of arrivals of foreign tourists to Uzbekistan in 2023

If we follow the trends of tourist arrivals to Uzbekistan, we can see its year-round stability with the exception of December (Fig. 1). It is worth noting that the number of tourists, the demand of tourists for educational tours is noticeably increasing, which is explained by the expansion of markets, focus on Asian labor markets. We can notice the emergence of new tourist centers and regions that can compete with popular leaders. If by the beginning of the 20th century the key regions of educational

tourism were European countries, then they are being replaced by the countries of the East and Asia. We should expect an increase in the tourist flow to Asian countries, such as Singapore, China, Japan, since new trends in education, as well as strengthening of the East Asian countries in the market, open up new opportunities for tour operators. The concept of "educational tourism" is often mentioned in scientific works, both by domestic and foreign specialists.

Geography of tourist arrivals in Uzbekistan

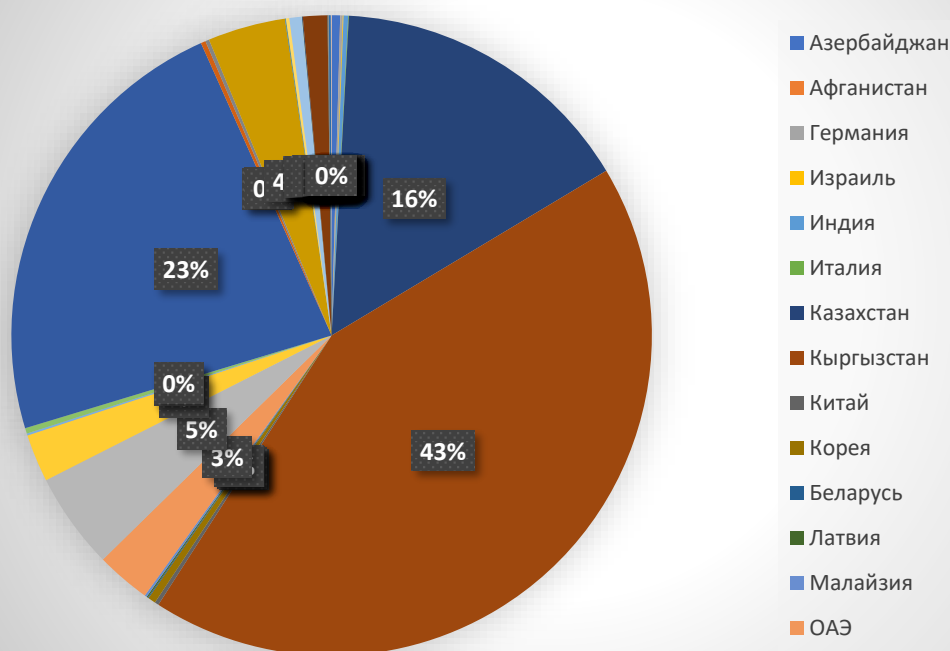


Fig. 2. Geography of tourist arrivals to Uzbekistan

The most dynamically developing direction of educational tourism is "language" tourism, which is currently most developed in countries where the population is native English, Chinese, Russian. This article examines the possibilities of developing linguistic tourism as a promising direction of educational tourism. According to M.P. Klyap, linguistic tourism is a type of tourism when during trips a tourist combines rest with studying a foreign language. In the classifications of types of educational tourism in the works of modern authors, there is also such a name for traveling abroad to study a foreign language as "language tourism". In the Commonwealth countries, the issue of linguistic tourism is considered in the works of S.V. Artyushevskaya, who defines it as language-educational tourism, study trips abroad for the purpose of studying foreign languages. Among foreign works, linguistic tourism is dedicated to the work of M. Iglesias "Transformational Changes in the Sphere

of Language Tourism", where it is identified with the term "educational tourism". Richie Brent gave a definition as "the activity of tourists undertaking a trip that includes at least one day with an overnight stay in a place other than a permanent residence, but for a duration of no more than one year, for whom learning a language is the main or secondary purpose of the trip." H.G.Laborda described the experience of studying linguistic tourism and differentiates the concepts of travel for the purpose of studying foreign languages for a period of time not exceeding 1 month and studying abroad as part of a longer academic program at universities abroad. In the same article, the author emphasizes the positive effects of linguistic tourism both for students in terms of acquiring new knowledge, skills and abilities in communicating in a foreign language, and for the economy of the host country that receives profit from foreign tourists for acquiring knowledge.

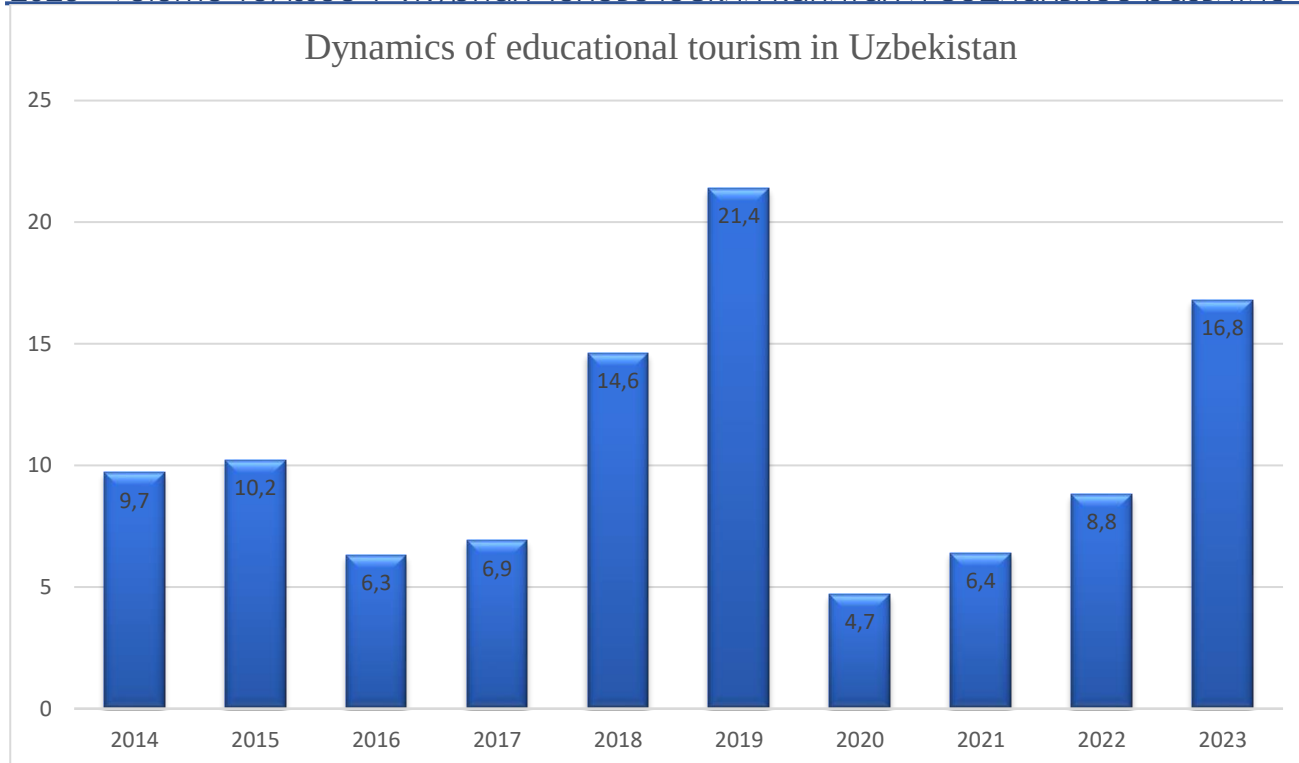


Fig.2. Dynamics of educational tourism in Uzbekistan

In Uzbekistan, educational tourism is widely developed in connection with the development of youth and student tourism, when leading universities conduct academic and student mobility programs, summer and winter schools, as well as additional professional education, training for specialists and personnel of leading companies. Issues of linguistic tourism in the context of growing demand for visiting the republic, the emergence of new markets and companies that systematically conduct training programs, master classes. As can be seen in Fig. 2. over the past 4 years, a trend of sustainable growth of educational tourism has emerged. There are no statistics on linguistic tourism yet, but within the framework of educational tours to leading universities of Uzbekistan, students from Central Asian countries come for semester programs to study Russian, Persian, Uzbek languages. An increasing number of students prefer to study a foreign language on the territory of their country, exchange

training, as this is a good practice for the student and subsequently provides a large number of advantages. It is worth noting new trends in educational tourism that affect the development of language tourism. First of all, we can note the general growth in demand for educational tourism among age groups of the population. If earlier language (educational) tourism was associated with children's or youth types of recreation, now tours for people of the third age are gaining activity. This is due to the general increase in well-being, an increase in life expectancy and a change in people's attitudes towards old age. If we consider it from a psychological point of view, educational tourism allows an older person to more easily enter and accept their new position, and also provides opportunities for communication. Due to the year-round opportunity, tourists can combine it with recreational or medical and preventive types of tourism. Another active target audience is young people under 40, not

burdened by family status. The needs of individual travelers are varied. Some simply want to travel without the distraction of a companion. This category of consumers is well-informed, independent, critical, and spoiled for choice. They are interested in getting a quality vacation in a short period of time, since they prefer to travel more often, but for fewer days, without long breaks in work. They are demanding of service, since they can compare the service levels provided by organizations. If previously tourist demand was formed under the influence of supply, now, as a result of market saturation and good customer orientation, demand has begun to determine supply. That is why it is necessary to know the tourist and his wishes in order to give the opportunity to form a tourist offer that corresponds to him. In this regard, one of the main trends of modern educational tourism is the creation of special conditions for development, taking into account such features as accommodation, travel, food. The increased flow of tourists to Asia and the East, differing in culture and traditions, is capable of influencing the formation of educational tourism. This may affect the promotion of Islamic or Asian tourism, as their perception of tourism opportunities differs from Western ideas and requires the creation of a new cultural and educational tourism product. In addition, the demand for learning Eastern languages has increased significantly. Since consumers expect not only emotions and new impressions from a trip, but also specific results, educational tourism requires careful development and organization of these tours. This is also influenced by the complicated political situation in many countries, many people are afraid of

refugees, migrants and people with certain religious beliefs. Therefore, they try to avoid traveling to countries that are liberal to migrants, such as France and Germany. That is, one of the trends in the development of modern tourism is the need for a customer-oriented tourism product that could meet the needs of new tourists and at the same time could be transformed depending on various factors. Tourism is becoming not just a service sector that provides flights, accommodation and food, but a sector of providing recreation. People travel for adventure, self-realization, mastering new skills and developing their personal qualities. Linguistic tourism is becoming more responsible. Responsible tourism is becoming more practical and authentic. Now a tourist wants not only to learn a new language and relax on the beach, but also to visit the local culture, to live the life of the local population. Today's tourists do not want to be isolated from the places they visit, they try to become part of the local culture. They want to participate in the preparation of local cuisine, as well as participate in national holidays and festivals. Even among schoolchildren, the most preferable options are studying and living with a host family. It is more important for people to get new emotions and impressions than to bring material goods from their vacation. Language tourists try to choose the so-called language "communicative" environment. This method of learning a foreign language is called the "immersion method" in a foreign environment.

The tendency to seek unbeaten destinations is related to the problem of overtourism. For many years, most tour operators have tried to attract as many tourists as possible to the most touristic

destinations, without thinking about the fact that many places and achievements become overcrowded, and not only the destinations but also the local population begin to suffer.

There are opportunities not to hide, but on the contrary to attract and show tourists existing problems. If earlier tour operators kept silent about the existing problems of a particular region, now they try to tell about the existing reality and try to attract tourists to solve it. Tourism tries to unite local residents and travelers to create harmony and comfort. The trend of personalization has also affected linguotourism. This is because consumers expect the offer to be tailored to their personal preferences, from the destination to where they will be staying, as well as the activities they will be engaging in. The travel industry is highly competitive, and one of the best ways to attract and retain customers is to provide them with a personalized experience. The goal of this personalization is to communicate with customers or potential customers on a more personal level, rather than targeting them with more generic content that may not be relevant.

All this leads to the fact that travel is becoming more individualized. Along with the trend of personalization, there is also a counter-phenomenon of "Glocalization", i.e. the combination of the characteristic features of the region and generally accepted world standards and traditions. All this is reflected in the creation of a unique product with the peculiarities of the culture of the region. Another current trend is the synthesis of leisure and tourism with business travel: business tours have been in demand for many years. However, the concept of business tourism is becoming increasingly relevant. Many clients

visiting a place or country for work decide to take up language tourism due to downtime. In other cases, a company may organize additional educational events as privileges or bonuses for its employees. At the same time, due to the development of freelancing, many online workers can combine educational leisure and work. One of the specific tourism trends is the development of artificial intelligence and the emergence of various chatbots. Artificial intelligence helps personalize the experience of searching and booking tours and trips. Artificial intelligence is reflected everywhere, from customer service to security. In linguotourism, virtual guides for tourism are becoming especially popular. Virtual reality technology has many applications in the educational tourism industry. Trends related to virtual reality include high-quality entertainment applications. Virtual reality applications are in particular demand in modern language schools. They allow simulating the necessary environment for language practice. One of the future trends that is gaining relevance is travel for achievement. The tourist tries to explore not only the unknown environment, but also himself, learn a dead language, learn to survive in harsh conditions, for example, in a completely alien language environment, allow the traveler to reveal his spiritual side and his secret abilities, establish connections with the world and develop his knowledge. Another phenomenon is the integration of linguistic tourism with other types of tourism. It is determined by the spatial arrangement of various zones, the cost of the conditions and services offered. Natural conditions are a prerequisite for combining educational and recreational activities. The resource potential of the

territory should also be taken into account in tourist and educational activities. Since various resources can be used for hybridization of educational and recreational forms. No less important is the quality content of the training program. As a result of studying the state of linguotourism in the modern world, material was obtained, the analysis of which allows us to draw the following conclusions. Linguistic tourism is influenced by many external and internal factors that arise in connection with the need for society to adapt to certain conditions. They determine the dynamics and formation of a specific structure.

Economic integration and the global trend towards globalization cause new phenomena in the development of international language tourism. The processes of globalization and glocalization continue to strengthen, leading to generally accepted world

standards and at the same time to the development and creation of unique tourist products. The consumer, representing various layers of the population, begins to play a significant role, which leads to great diversity and at the same time to the personification of the tourist product. Changes are taking place in the tourist market space on the initiative of tourists looking for non-standard or exclusive solutions to obtain special emotions and impressions. There is an increase in solo trips for short-term but meaningful holidays. The third age market is actively developing, with an active increase in the first and second age market. At the same time, the industry is actively paying attention to improving the quality of the tourist himself. Under the influence of the development of information technologies in tourism, their active introduction into language tourism is taking place.

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