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**ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ ВУЗОВ –
НА РАЗВИТИЕ ДАЛЬНЕВОСТОЧНОГО РЕГИОНА
РОССИИ И СТРАН АТР**

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Том 4 представляет широкий спектр исследований молодых ученых и студентов вузов Дальнего Востока и других регионов России, ближнего и дальнего зарубежья, подготовленных в рамках работы секций конференции по следующим темам:

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- Инновации в индустрии моды.
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- Foreign language as a means of political, economic and cultural cooperation in Asia-Pacific region.
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- Организация торговли, услуг туризма и гостеприимства.

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ОСНОВНЫЕ ПРОБЛЕМЫ РАЗВИТИЯ ОБРАЗОВАТЕЛЬНОГО ТУРИЗМА В АЗИАТСКО-ТИХООКЕАНСКОМ РЕГИОНЕ

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Статья посвящена основным проблемам развития образовательного туризма в Азиатско-Тихоокеанском регионе. Автор исследует рынок образовательного туризма, предпочтения туристов, а также анализирует туристский рынок и инфраструктуру, необходимую для развития образовательного туризма, в Азиатско-Тихоокеанском регионе.

***Ключевые слова и словосочетания:** образовательный туризм, туристский рынок, туристская инфраструктура, спрос на образовательные программы, специализированные школы и центры, продвижение туристского продукта.*

THE MAIN ISSUES AND CONCERNS IN THE DEVELOPMENT OF EDUCATIONAL TOURISM IN THE ASIA-PACIFIC REGION

The article raises an issue of the problems of educational tourism development in the Asia-Pacific region. The author explores the educational tourism market, tourist preferences, and analyzes the tourist market and infrastructure necessary for the development of educational tourism in the Asia-Pacific region.

Keywords: educational tourism, tourist market, tourist infrastructure, demand for educational programs, specialized schools and centers, promotion of a tourist product.

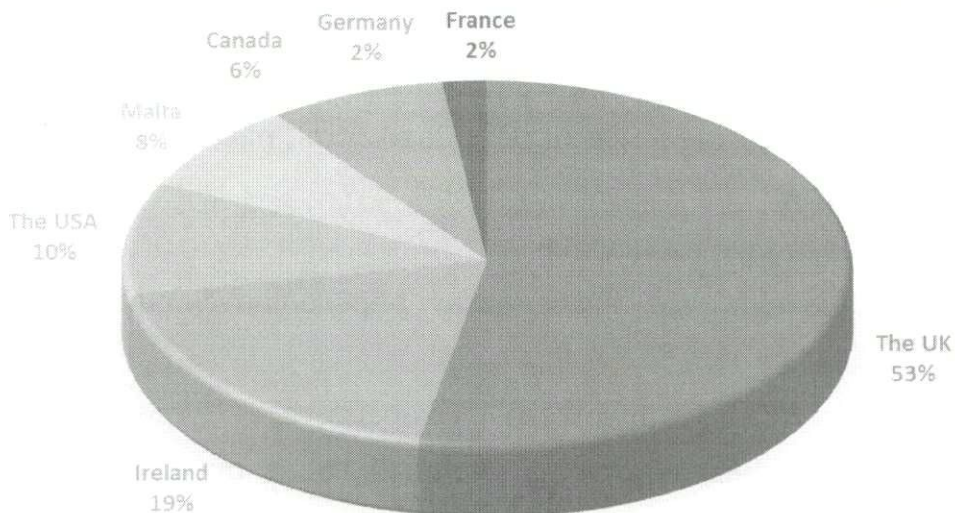
Nowadays tourism is considered as an indicator of a well-developed civilization. It has become a mass phenomenon, and the tourist business is experiencing a real boom. Today tourism is a major category of international trade in services. As a worldwide export category, tourism ranks third after chemicals and fuels, and ahead of automotive products and food.

Currently one of the most popular and rapidly growing areas of tourism is the educational tourism. The main aim of it is to improve the educational level and enrich the educational experiences by providing its consumers with tourist packages that include camps, excursions, language classes for any level of knowledge including training on certain fields or on categories of interests.

However, there is a great difference between educational and cultural tourism. As it was mentioned before, educational tourism is based on the process of obtaining a particular level of education in different areas of knowledge, meanwhile cultural tourism is mostly based on a traveler's engagement with a country or region's culture.

According to the information given on the EF (Education First) website, the most popular destinations for educational tourism are the UK, Ireland, the USA, Malta, Canada, Germany, and France [1].

TOP DESTINATIONS FOR EDUCATIONAL TOURISM



This shows that Asia-Pacific region is not that popular with people who travel in order to improve their educational level or to learn and practice their target language.

A mention should be made that the tourism business in the Asia-Pacific region has been successfully functioning nowadays, and, according to UNWTO, both outbound and inbound tourism is on the rise in the Asia-Pacific region.

Many tourists travel to get an idea of Chinese cuisine or take part in the paper snake festival, see the steppes of Inner Mongolia or climb the snow-capped peaks and learn the art of calligraphy. China has developed a variety of themed excursions for tourists, for instance, travelers can visit the Jingdezhen factory and make their own porcelain souvenirs.

Besides China, popular tourist destinations in the Asia-Pacific region are industrial countries of Asia, such as Japan, Thailand, the Republic of Korea, Singapore, Vietnam, and New Zealand.

Japan is among the top ten tourist destinations in the region, and receives great flows of tourist for various tourist purposes, including leisure and entertainment. The Japanese entertainment industry ranks second in the world after the American entertainment industry. One of the popular types of tourism in Japan is cultural tourism. It is developed almost everywhere, including all major cities, historical centers, national parks, etc. There are plenty of historical and cultural movements, different museums and exhibitions. Religious tourism is also widely developed in this country.

Thailand has become a fashionable tourist destination, especially when it has improved a new beach zone on the south coast. The country's tourism industry began to develop in the 1970s when the first bungalows began to appear here. This place is perfect for beach holidays that can include swimming, scuba diving, and fishing. All conditions are created for active recreation here: tourists can engage into various kind of sports such as water sports, horse riding, tennis, and golf. It goes without saying that there are plenty of bars, restaurants, and night clubs. In addition to unforgettable beach holiday and a vibrant night life, tourists can see a large number of attractions, both historical and natural.

The Republic of Korea has successfully developed several types of tourism, too. Recently, the Republic of Korea has started to outperform other countries in the field of performing the most complex high-tech operations using modern surgical systems. As a result, medical tourism is highly developed there. The most popular type of tourism in South Korea is mountain tourism due to the fact that about 70% of the country is mountainous. It should also be mentioned that shopping tours have become quite popular. This primarily applies to Korean cosmetics and clothing since they are distinguished by their high quality and low price.

Singapore is a great holiday area, and it has a lot of beaches that offer opportunities for a variety of water sports. The main objects of the tour program in Singapore are the city itself with numerous cultural attractions, and parks. Shopping tours are getting more and more popular there.

Vietnam offers lots of various resorts, excellent conditions created for family and relaxed holidays, and a wide range of water sports. Hiking tours are also organized so there go fans of active recreation. It goes without saying that Vietnam is a great place for diving and windsurfing. It also has an ancient culture and rich nature, so the opportunities for excursions are inexhaustible. Throughout the country, there are 7,300 monuments created by human hands, a large number of natural attractions, and many national parks.

New Zealand is a perfect place for beach holidays that include diving and surfing. In New Zealand, the issue of nature conservation is given increased attention. Currently national parks occupy about 8% of the country's area. Therefore, there is something to see for those who come to enjoy natural beauty.

Taking into consideration all the characteristics mentioned above, it is obvious that there are particular issues that block further development of the educational tourism in aforementioned countries.

The main problem is the reluctance to develop suitable tourist infrastructure. In other words, most tour operators are not really interested in developing educational tourism in this region, they prefer to work on the resources and infrastructure that are already available for use.

This leads to the problem of lack of infrastructure and other resources for the development of educational tourism. There are very few language schools in this region compared to European countries, and the level of teaching differs significantly. According to the tourist preferences mentioned above, it is more preferable to go to the countries of the Asia-Pacific region for independent practice of target languages, but not for their study.

The rich and unique culture, diverse environment and standards of services in general make the Asia-Pacific region attractive to international tourists. The prospects for tourism growth in the region, however, are determined by a number of factors, including globalization, changes in transport, infrastructure, population growth, and regional travel. At the same time, there are a number of factors that may hinder tourism development (e.g. visa formalities and border crossings) as well as various unanticipated shocks such as natural disasters, health and safety hazards that directly affect the number of arrivals.

It goes without saying that nowadays tourism is entering a great crisis due to the worldwide panic of the COVID-19. The impact of the Corona Virus on the world tourism is unquestionable and already global with all cancellations of trips, public events, temporary employment adjustments, and falls in income.

The situation in Asia is really dramatic now. Of the approximately 150 million trips abroad made by Chinese people, a full 90% go to Asian countries. Chinese tourists have become a decisive economic factor there. However, because most airlines have discontinued their connections to China, the affluent guests from the People's Republic have largely stayed away.

The Indonesian island of Bali announced that 40,000 hotel bookings have already been cancelled. Japan is even more affected. There, guests from China accounted for around a quarter of the total of 32 million foreign visitors in 2018. Many sights are now visited almost exclusively by tourists from Europe and North America – although they are also increasingly staying away because of the coronavirus.

In China itself, tourism has also to a large extent come to a standstill. Popular sights such as the imperial palace in Beijing or the Great Wall of China have been completely or partially closed, and domestic air traffic has largely ceased. Especially painful for the Chinese tourism industry was the timing of the coronavirus outbreak, as the week around the Chinese New Year on January 24, 2020 was the peak travel season in China.

Hong Kong's tourism industry has also been hit particularly hard. The Chinese Special Administrative Region is traditionally by far the most popular destination for tourists and business travelers from mainland China. However, months-long protests had already led to a drop in visitor numbers last year. After the outbreak of the coronavirus, hotels in Hong Kong were only 20% full, according to COTRI director Wolfgang Arlt. Those who live from tourism in Hong Kong have had to cope with a drop in turnover of 80 to 90% in the past nine months.

There's a similar picture in Thailand, South Korea, Singapore, Malaysia, Cambodia and Vietnam. Many, especially smaller businesses such as souvenir shops, hotels and tour operators have already had to close. Tourism in Thailand fears a decline of 6 million guests this year, 16% less than last year.

The Corona Virus has convulsed the world tourism industry, with large hotel chains and digital platforms such as Booking being forced to cancel reservations in the Asian country. The tourism industry faces an unprecedented confluence of threats – made up of a global health alarm; the shortage

of aircraft due to the crisis of the Boeing 737 Max; the social demonization of travel; exaggerated and even false media offensives; climate catastrophes; sector taxes; bankruptcies of operators and airlines; and the political instability and economic slowdown in the large markets – which hints at least a global contraction for the tourism business in the near future.

However, there are other factors that also have a great impact on the educational tourism.

The Asia-Pacific region is a home to a third of the world's population of 2.1 billion and continues to grow, albeit at a slower pace than it was 20 years ago. The growth of the region's population increases its tourist potential, as a result of which new human reserves are being drawn into tourist activities.

The population density is particularly high in cities and urbanized areas, for example, Shanghai has a population density of 2,288 people per km² and Xiangang has a 5,736 people per km². With such a high density of population, it is difficult for tourism infrastructure to fit into the existing buildings, and overcrowding worsens the recreational opportunities of large Asian cities. It should be noted that in many countries of the Asia-Pacific region as a result of industrialization, cities and urban population are growing. Accelerated rhythm and 'stressful' nature of life in big cities, deterioration of the environmental situation in the urban environment, and all this is more or less typical for many countries of the Asia-Pacific region, contribute to the formation of interest of residents to travel outside the usual habitat for tourism purposes.

Governments play an important role in deciding how far liberalization will go, to what extent international tourism will contribute to national development and how to reduce obstacles to travel and tourism. Due to changing political circumstances, governments of Asia-Pacific countries are constantly reviewing visa requirements, costs and application procedures and other formalities. Most governments believe that relaxation of visa requirements could jeopardize national security and may not be prepared to cancel visas just for the sake of tourism development. In those countries where governments are aware of the leading role of tourism and visas are considered as an obstacle to international tourist flows, an easing of some visa restrictions has been introduced.

When it turns to the further development of educational tourism, the first thing that should be done is an analysis of the current infrastructure. It should be noted that this region has a really high tourist potential, and educational tourism can be developed on its basis. It is needed to analyze the current state of infrastructure and understand what this region lacks for the development of educational tourism.

After this, it is requisite to unite the stakeholders of the tourism and educational sectors of the region's economy at all levels of government and in all areas of management.

The next step is to start infrastructure development: construction of specialized schools, sports and training centers. After working with the infrastructure, it is necessary to recruit highly qualified staff consisting of teachers and instructors of various categories. Ranking in categories is necessary to ensure that each student has an individual approach.

Summing up, it should be mentioned that potential consumers of educational tourism products today are ready to study the best offers, ready to travel and study, and get higher qualifications, both in their own country and abroad. To meet the growing demand, domestic producers of educational tourism products must respond to changes in domestic and global demand in the educational tourism market, conduct research to identify and develop more innovative and combined short and long-term educational products.

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