

ORIGIN AND CHARACTERISTICS OF EDUCATIONAL TOURISM

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Received: 28.09.2020 Accepted: 30.10.2020

Abstract

This report aims to present the origins and specifications of educational tourism. This report presents the relationship between tourism and education, focusing on the specifics of tourist educational products. Educational tourism is classified as a youth type of tourism that attracts a certain market niche. Therefore, educational tourism is defined as a niche type of tourism. In this type of tourism, the main motivation of tourists is the desire and need to learn and educate.

Keywords: educational tourism, origin, educational tourism product, education

JEL Codes: I23, Z32, Z33

1. Introduction

Educational tourism is a specific niche type of tourism. This is the reason why it is not widespread and popular in the tourism market. There is a variety of different definition of educational products and products. This report presents the origin and specification of educational tourism. The market segment of educational tourism is significantly smaller compared to segments of mass tourism.

2. Origin of educational tourism

As the beginning of educational tourism date from the XVII and the XVIII century. Educational tourism is started like educational-entertainment tours in Europe known as “Grand tour of Europe”. At this time of history, the travels of British aristocracy were very popular. Towner claims that tours have an enormous impact on art and culture of British as they were undertaken by the socio-cultural class in society (Towner, 1985).

There are many assumptions about the beginning and origin of the “Grand tour” in academic literature. Some of those assumptions are related to the development of the Roman Church in 1534. During the development of the Roman Empire, the construction of

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the transport route began. The intention of those routes was to connect separate places. These routes make travel shorter, easy, and even faster.

The evolution of travel is strongly influenced by different stages of human development.

Some assumptions are related to the recent stage of history. Later, between 1748 and 1789 is a calm and peaceful period. This period is favorable for faster development of travels in Europe. There is an increase in the number of British aristocrats who visited cities such as Paris, Rome, Venice, Florence, Naples.

Later, "The Grand Tour" is becoming one of the most demand forms of education. "The Grand Tour" became a part form formal education and a symbol of the evolution from childhood to adulthood. It became like a "normal" part of the aristocracy's schooling. The Grand Tour aims to inspire future leaders who have gained a variety of knowledge such as learning and practicing foreign languages, learning about customs, politics, and culture.

The purpose of the Grand Tour claims to expand knowledge and obtain more comprehensive knowledge, part of education, learning different languages and improving language skills.

Getting to know the different countries and their development in the field of art, culture, and architecture.

Progressively, "The Grand Tour" became very popular among British aristocracy. Later, tours became more accessible for other classes of British society. There was a significant increase in the number of people from different social classes who begin to travel. The number of tourist trips with educational purpose begins to grow.

In the 1840s, with the development of rail transport, there was a significant increase in middle-class travel. The duration of the trips varied from a few months to two or three years. During this period, the population's interest in travel began to grow.

The Grand Tour is an important part of the historical development of tourism. As it has already become clear, the Grand Tour is the beginning of a journey to educate British society, which has an impact on socio-cultural, political, and architectural understandings.

Some of the most popular destination as a part of "The Grand Tour" are major European cultural cities like Paris, Rome, Venice, Florence, and Naples. There were also trips to other countries such as Spain, Germany, Eastern Europe, and the Balkans.

As an important educational element of the British aristocracy was the acquaintance with Greek and Roman antiquity.

With the development of the idea and the goal of "The Grand Tour" the basis for the structure of the modern concept for tourism is placed.

In Europe, with the development of rail transport, travel is becoming more accepted, which is also becoming accessible to the middle class in society.

3. Definition of educational tourism

First, it is important to define the term 'education'. According to Smith (1982), education can be defined as "an organized, systematized process for promoting learning, providing the necessary conditions and activities through which the learning process itself can take place."

Some authors, such as Kidd (1973) and Smith (1982), believe that there is no definition of education and training, as it can be referred to three different directions. In the first place, it is a product of training, where the result is important. In second place is the learning process itself, which occurs during learning and gaining new knowledge. The third is the function itself or the actual actions that reinforce the knowledge gained.

According to the Organization for Economic Co-operation and Development (OECD), 2015 (economic and social development), there is a transfer from an industry-based system to a knowledge-based one. There is a growing emphasis on expanding the training and knowledge of staff after their initial education. By expanding learning beyond school and university, societies, and countries themselves will be able to adapt much more quickly and easily to the ongoing changes.

All this would help citizens to be more flexible and willing to accept the ongoing innovation processes, which would contribute to the flood of innovation, business development and economic growth.

The main characteristics of the development of education and lifelong learning are the achievement of a more inclusive and equitable society by making education far more accessible, especially for the less privileged members of society (DfES), 2018).

Educational tourism is most often associated with school trips and excursions.

According to the authors Ritchie, Carr, & Cooper (Ritchie, Carr, & Cooper, *Managing Educational Tourism*, 2003), educational tourism consists of two main elements. One of them is general travel for people, where there is some form of education and training, which is an important part of the tourist experience. The other element is related to the university and school tourism such as language schools, school trips, student exchange programs, in which tourist experiences are secondary to the educational aspect and intentions of the participants. In this case, education and training come first and are the main product of consumption, while tourist experiences are complementary.

Most authors looking at educational tourism focus on the second form, in which education comes first, and tourist experiences are the after-effects of individuals' travel and stay elsewhere than their permanent habitat.

Bodger (Bodger, 1998) links educational tourism (also known as education tourism) to any program in which participants travel in groups to a specific place, with the primary goal of gaining experience and participating in destination-specific training. Educational tourism is also related to other types of tourism such as ecological, cultural tourism, rural tourism, and student mobility between different educational institutions. In the management and development of

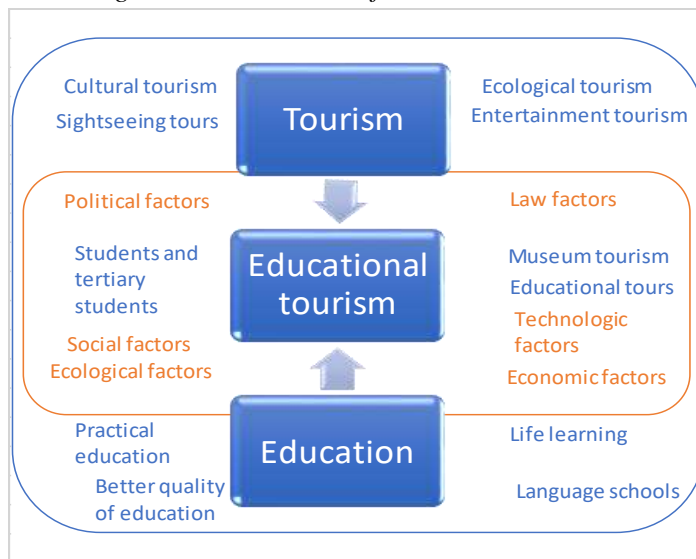
educational tourist destinations, it is necessary to consider the activities that travelling students exercise in the destination.

Ritchie (Carr, & Cooper, Managing Educational Tourism, 2003) defines educational tourism as “A tourism activity undertaken by individuals who travel on one or more nights with a primary or secondary purpose of education and learning. This definition gives a broader and more comprehensive picture of educational tourism, not only as tourism related to the travels of pupils and students but also individuals who wish to enrich their knowledge.

According to the World Tourism Organization (UNWTO, 2019), educational tourism is considered a form of tourism that encompasses different types of tourism, which are related to the motives of tourists to travel, participate and engage themselves in various training, self-improvement processes. , intellectual growth and the development of different and diverse skills. Educational tourism represents a wide range of products and services related to academic research, skills acquisition holidays, school trips, sports training, career development courses and language courses, among others.

The tourists who most often practice educational tourism are the individuals who are part of the educational sphere. These can be pupils, students, teachers, researchers, and academic staff.

Figure no. 1 Structure of educational tourism



Source Shwayat, M. A. (2017). *International Student's Perception toward Educational Tourism at Yarmouk University*. Journal of Tourism & Hospitality, 2-6.

As it is shown in figure no. 1 educational tourism is a combination of products of education and tourism sector. There are several groups of factors that impact educational

tourism. There are different factors like political, law, social, ecological, technological, and economic.

4. Products of educational tourism

The tourist product is consisting of tourist resources, services, and goods. It can have a variety of content, as it is to some extent determined by the needs of tourists and the desire of businesses to meet them. The tourist product is based on tourist resources. These resources are natural-climatic, socio-cultural, and historical, entertainment, cult, religious and others that help meet tourist needs.

The product of educational tourism is a combination of the tourist product and the product of education. This combination is well integrated and paired to meet the tourist and educational needs of consumers.

The combination of tourism and education products can take many forms. The specific about the tourist product that participates is static. Includes basic tourist services - transport, accommodation, and meals. While the product of education may be different. It can be student mobility, training, seminar, research trip, summer camps, courses lasting less than 12 months, one-year educational master's programs, educational tours and more. There is a certain variety of types of educational products that could together with tourism form the product of educational tourism.

Specification of educational tourism is that the subject and content of the trip have a greater value for the tourist. The product is less fixed, more variable and personalize than the product of mass tourism. Even small changes in the motive and needs of tourists would lead to endless diversification of the product of educational tourism and with these changes, it begins to become more personalized.

There is another species of educational product is its focus on certain market segments. The market segments that have an interest in the products of educational tourism are not as large as in other forms of tourism, in which the "non-formal" education that tourists receive is embedded. It is important to have an innovative and creative approach to the product of educational tourism, as most of the clients are not looking for typical mass trips, but authenticity and real experiences (Douglas, Douglas, & Derrett, 2001).

The term 'edutainment tour' is used for the tourist educational product, which means 'educational leisure trips/tours'. This term gives a clearer idea of what the product of educational tourism is. There is a growing trend in interest in the educational tourism product. The learning process during educational trips needs to be more enjoyable and less engaging. Entertainment must contain some educational value (NĚMEC, 2007).

Table no. 1 – Comparative analysis between educational tourism and international education

Specific	Educational tourism	International education	Comparative comment
Origin	Grand tour	Academic Pilgrims	Different terminology, but coincidence of time frame -formed in the middle of the XVII century.
Training process	Practical training	Practical training	The training process is the same.
Level of education	From primary education to lifelong education	Only higher education	Students who travel are one year or even less.
Type of travels	International and national travel; Day trips or excursions;	National trips from the hometown to the university centre; International travel relating to international educational programs;	Educational tourism is not so much related to the international exchange between schools. While higher education is directly related to this.
Educational result	Global learning; Specific academic and practical competencies;	Intercultural competence; Specific academic and practical competencies.	International education enables students to communicate in an intercultural environment. Educational tourism also provides this opportunity and contributes to the development of social and environmental awareness, which potentially leads to changes in behaviour and perception.
Economic impact	School trips have an impact on the local economy;	International education is a multibillion-dollar global industry	There is a lack of research on the impact of educational tourism on the economy.

Source McGladdery, C. A., & Lubbe, B. A. (2017): Rethinking educational tourism: proposing a new model and future direction. Tourism Review.

This table compares several key indicators, with the aim of highlighting the same and different characteristics of educational tourism and international education. After the

analysis, we can say that according to McGladdery, educational tourism is mainly related to primary school and excursions conducted during this period for educational purposes. He clearly points out that the two concepts have common ground, but they also have differences (McGladdery & Lubbe, 2017).

As it was mentioned above educational tourism has a variety of definitions about its conception.

5. Conclusion

Tourism is one of the fastest-growing economic sectors in the world. The income from the tourism sector takes the largest share of GDP in some country. Tourism is considered an opportunity to support and accelerate economic growth and reap economic benefits for the entity that develops it.

The development of educational tourism has potential. It is necessary to combine the educational and tourist product of the destination in order to achieve good results. This requires cooperation between the education and tourism sectors.

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