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### **CONTENTS OF THE EDUCATIONAL TOUR AND FEATURES OF ITS DEVELOPMENT**

**Abstract.** *This article examines the content of the educational tour and the features of its development. The relevance of solving the problems of formation and strategic development of the international educational tourism industry as a structural component of the service sector, the formation of economic market actors as active participants in the socio-economic processes of the national economy is increasing in the context of globalization of international relations, internationalization of education at the national, sectoral and institutional levels in conditions of increasing complexity of the content of the component of competition in the international market educational tourism.*

*Educational tourism is a fast-growing branch of the tourism economy, which is gaining recognition all over the world. Many researchers consider it one of the leading and most promising sub-sectors of tourism. The specificity of educational tourism, manifested in the special nature of demand, pronounced seasonal fluctuations, diversification of tourist products and hospitality services, low susceptibility to crises and socio-political upheavals, dynamically developing customer requests, requires detailed study and development of theoretical approaches, methodological and systematic approaches to improving the interaction of all its participants. Various approaches to segmentation of the international educational tourism market and the development of segment profiles, the creation and application of strategies for effective partnership of market entities based on the concept of customer-oriented business, expressed in increasing customer satisfaction, forming consumer loyalty in the international educational market. the tourist market requires systematization and optimization. In this regard, research aimed at improving these important parameters is certainly relevant.*

**Keywords:** *tour, education, development, tourism*

### **Introduction**

Every year the range of services offered in this industry is rapidly expanding. Educational tourism, which a few years ago was in demand only among the elite, has now moved into the category of a product for the middle class and is in steady demand. At the moment, this market is experiencing rapid development, during which a number of problems are being identified that require prompt solutions.

Despite the significant role of educational tourism in international economic and social relations, the problems of organizing this type of tourism still remain outside the attention of researchers in tourism economics. The identification of educational tourism as a branch of international tourism in the literature is more of a popular-descriptive rather than scientific-

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analytical nature [1]. There are practically no works devoted to the theoretical and methodological basis for the application of partnership marketing; the mechanisms for the practical application of new market regulators, in particular, loyalty programs in this sub-industry of tourism and the possibilities of horizontal and vertical integration of market entities, have not been established.

The complex multifactor structure of the concept of consumer perception of the quality of basic and additional services of a tourist product sold on the international educational tourism market requires the formation of a new look at the essence of the concept of a tourist product, determines the objective need to develop mechanisms for assessing the perceived quality of service for tourists, developing effective methods for monitoring, evaluation and improvement quality of services in order to meet the needs of clients and build long-term relationships with them [2].

Various approaches to segmenting the international educational tourism market and developing segment profiles, creating and applying strategies for effective partnerships of market entities based on the concept of customer-oriented business, expressed in increasing the degree of customer satisfaction, forming consumer loyalty in the international educational tourism market, require systematization and optimization. In this regard, research aimed at improving these important parameters is certainly relevant.

The purpose of the work is to develop the main provisions for the formation of the international educational tourism market and substantiate scientific and practical recommendations for its development.

In accordance with the goal, the following work tasks are formulated:

- Characteristics of a tour as the main product of a tourism enterprise
- Analysis of the essence of the educational tour and the features of its development
- Analysis of the process of developing foreign educational tours and their positioning
- Identification of areas for improving the activities of a tourism enterprise in the formation and implementation of tours on the market (marketing and organizational and pedagogical activities).

A tour is a formed complex of basic and additional services provided to a tourist depending on the purpose of the trip. Abroad, a standard range of services provided to a tourist depending on the purpose of travel is called a package tour. It should be noted that the level of demand for them varies significantly across countries. Tourist organizations, at the request of the client, can develop and create a special tour according to an individual order. This range of services is called an exclusive tour [3]. These are quite expensive and elite services. In Russia, they often attract tourists due to the “snobbery effect” or “Veblen effect”, which manifests itself in the fact that high prices stimulate demand and demonstrate prestige and wealth.

The quality of a tourism product is formed by various factors, which is a consequence of its essence, since a tourism product is a set of complex elements that meets the needs of tourists during travel and is the result of the efforts of many enterprises. Functions of the tourism product [4]:

- Impact on the economy
- is a source of income for the local population and the budget;
- stimulates the development of industries related to the production of consumer goods;
- promotes the development of educational and entertainment business, the hotel sector, transport, communication services, souvenir production;
- promotes the influx of foreign currency into the country
- Socially humane functions:
- promotes the rapprochement of peoples;
- expands a person’s intelligence and horizons;

- influences political relations;
- develops an understanding of the real picture of the world and concern for the ecology of the planet.

The goals and objectives of strategic marketing in tourism, on the one hand, must be linked to the principles of marketing and the general target orientations of modern marketing technologies. On the other hand, its essence and specificity are determined by the peculiarities of the subject of marketing, because sociocultural service and tourism is a rather specific type of activity with a specific product. The following principles of tourism marketing can be formulated [5]:

1. The principle of advanced proposal. Marketing focuses not only on the real state of demand and ensuring maximum compliance of production with the structure and content of demand, but also on identifying unsatisfied customer requests, dynamics and prospects for the development of demand [6]. The task of marketing is a thorough analysis of the state and dynamics of demand, on the basis of which the feasibility, prospects and profitability of the production of a particular product are determined, forecasting changes in demand, active influence on its structure and content, as well as the design of goods and services that tomorrow will correspond to the changed social -cultural situation and market conditions. Research has shown that consumers are not always able to recognize their preferences for new types of goods and services or new qualities of existing goods and services. In this regard, the task of marketing is to form groups of consumers of a given product or service in the relevant segments, using all its technological capabilities for these purposes [7].

Demand management involves not only taking into account the current needs, problems and interests of a specific group of the population, but also stimulating the need for those goods and services that the enterprise produces or is ready to produce, as well as the formation of new consumption standards (in particular, the formation in the minds of consumers of the value of travel and recreation in any season) [8].

2. The principle of profit stabilization, which assumes:

- production of services based on an analysis of consumer motivation of the corresponding market segment, study of the internal and external market situation, taking into account the real capabilities of the manufacturer;
- improving the quality of services offered;
- ensuring an optimal proportion between supply and demand for specific types of services through flexible response to demand dynamics and maneuvering of available resources;
- promotion of a tourism product on the market by expanding knowledge about its consumer properties, forming a positive attitude towards the subject, consolidating the image of a range of services in the consumer's memory;
- obtaining a stable profit by creating a circle of reliable customers and increasing secondary demand;
- establishing a flexible system of discounts and expanding the geography of organized travel, allowing to smooth out seasonal fluctuations in demand.
- The principle of stabilizing the demand audience is implemented using [9]:
- targeting of the services offered and ensuring maximum compliance of the consumer and cultural-status properties of the product or service with the needs of the target audience;
- establishing stable relationships with clients in order to increase the share of regular clients in the total number of services.
- The principle of expanding the demand segment by attracting new consumers. It dictates the need

to actively adapt to changing consumer demands; influence on the formation of their consumer motivation; ensuring the priority of consumer requests at all stages of development and implementation of tourism products; displacing competitors by producing new types of tourism products, improving their quality, flexible pricing policies, and informing consumers about their advantages over competitors. The main ways to stimulate demand are: expanding the social base of needs (this includes techniques such as “advancing” needs, focusing on fashion and values that are prestigious in society, etc.); expanding the capabilities and areas of application of a product or service for which there is already a need.

□ The principle of expanding the supply market. Guided by this principle, marketing specialists should actively search for new markets (market segments, windows and niches); constantly increase the range of offers both by designing new types of tourism products and by expanding them with new socio-cultural meanings that increase their attractiveness; update the range and constantly develop new and promising products and services for this market segment. The principle of mutual trust between manufacturer and consumer [10]. In addition to commercial goals, marketing solves a whole group of problems, the non-commercial effect of which is manifested indirectly. This is, first of all, the formation of a favorable image of the company, increasing the prestige of the company in the eyes of consumers (both domestic and foreign), the manifestation of the national character of the company, which not only acts to obtain immediate and maximum profit, but is also a responsible subject of the domestic economy. The need to form a trusting attitude of the consumer towards a travel agency and the quality of its services is caused by the specifics of the tourism product, in particular such characteristics as the situational nature of the travel service, the vagueness of the consumer properties of the tourism product, the uncertainty and subjectivity of the criteria for assessing the quality of the tourism product. This task is carried out through public relations events, organizing special advertising campaigns that introduce a positive image of the company into the minds of consumers, positioning its product, which should acquire a “brand” and be easily recognizable. The main goal of this kind of event is to create a field of trust between the manufacturer and the consumer. foreign educational tourism competitive [11].

The principle of reliable partnership, which is of particular importance in socio-cultural services and tourism due to the multi-subjectivity of tourism service providers and their spatial disunity. In this regard, the extremely important tasks of marketing are finding reliable travel agency partners and maintaining trusting and sustainable mutually beneficial relationships with them; formation of a system of contractual relations with all elements and structures of production and distribution, both in the domestic and foreign supply markets. In turn, the company itself must become a reliable subject of partnership relations. This is largely achieved through a well-thought-out system of events that instills in its employees a sense of responsibility, corporate pride and professional ethics.

The life cycles that a tourism product goes through: introducing a product to the market, growth, maturity, saturation, decline. Due to rapid changes in people's lifestyles and technological changes, the life cycle of individual products has become shorter than it was before, so the concept of product life cycle plays an important role in strategic planning and each stage of the life cycle also has specific objectives for marketing.

The stage of introducing a product to the market. At this phase of the life cycle, costs are required to stimulate demand (advertising a new product and service). This stage is characterized by high costs, slow sales growth, and advertising campaigns to stimulate initial demand. It is in this period of the life cycle of a tourism product that there is a large percentage of failures, and due to

the high costs of introducing a product or service to the market, there are no profits at this stage yet [12].

**Growth stage.** During this period, a new product (if it is in demand in the market) satisfies the interests of the market, which is expressed in an increase in profits and sales. Increasing profits can make a market attractive to competitors. The company's sales promotion costs remain high, but here the emphasis is on motivating targeted selection and purchase of a particular company's product, rather than on motivating consumers to buy and try this product. During the growth stage, the number of retail outlets selling a product or service usually increases. Due to increased sales, prices for goods (services) may decrease [13].

**Maturity stage.** A mature product is a product that has already been firmly established on the market. The pace of its sales may continue to increase, but at a slower rate. Then they gradually level out. At this stage of the product life cycle, many of the retail outlets selling the product are very competitive [14]. Firms are trying to find ways to maintain their market share. Ski resorts are the most suitable example of a mature product. After several years of increasing sales growth, sales growth is gradually slowing down as resorts attempt to maintain their market share and diversify their offerings.

**Saturation stage.** At this stage, sales volumes reach their highest point, the product penetrates the market as much as possible. Mass production and the use of new technologies help reduce prices and make the product more accessible to everyone.

**Decline stage.** Many tourism products remain at the saturation stage for several years. But many of them become obsolete over time and new products are introduced to the market to replace old ones. During the decline stage, demand for the product decreases and advertising costs decrease. As demand and profits fall, firms that cannot withstand competition leave the market. Firms' offers should be designed for a wide range of consumers with different income levels, in order to cover the market as much as possible. To create a new tourism product, it is necessary to find out the opinions of customers, which can be compiled by conducting a survey in the office and on the company's website. The questionnaire questions should contain such important points as preference for a country, a particular sport, and the monetary equivalent of the tour.

You should also remember the emergence of a new client with the following psychological and behavioral characteristics:

- awareness, high level of education;
- high demands on comfort and quality of services;

individualism;

greening consciousness;

spontaneity of decisions made;

mobility;

physical and mental activity on vacation;

the desire to receive a kaleidoscope of impressions from life.

Tour development is a complex multi-stage procedure that requires fairly high qualifications and is the main element of tourism service technology. This procedure is time-consuming and sometimes takes several months. If the route is custom (one-time), then the procedure for creating it is simplified, with the exception of security measures.

One of the most important marketing decisions is the decision regarding setting the price of a product. Price reflects how consumers perceive the product.

By pursuing a certain policy in the field of pricing, a travel company actively influences both the

volume of sales and the amount of profit received. As a rule, a travel agency is not guided by immediate benefits, selling tourism products at the highest possible price, but pursues a flexible pricing policy.

The goals of the tourism organization that influence the pricing policy are: survival, profit maximization, market share maximization, leadership in the field of tourism product quality.

The basis for determining base prices can be costs, customer opinions, and competitors' prices. In Russia, tourism is a developing industry, and the influence of the tourism industry on the country's economy is still insignificant. The underdevelopment of tourism infrastructure, low quality of service, and the persistent myth about Russia as a high-risk country have led to the fact that our country currently accounts for less than 1% of the world tourist flow.

Educational tourism is travel for a period of 24 hours to 6 months to obtain education (general, special, additional), to improve skills - in the form of courses, internships, without engaging in activities related to generating income from sources in the country (place) of temporary stay.

The popularity of educational tourism is explained by a number of reasons:

modern people understand the need to obtain quality education for themselves and their children. And the concept of a good education now includes both knowledge of foreign languages and international experience. That is why trips for the purpose of obtaining education for schoolchildren, students and adults are becoming increasingly in demand. In addition to improving the level of education in general, they give a person the experience of international communication that is so necessary in our time.

### **Literature review**

Russian and foreign pedagogy has accumulated extensive experience in studying the educational effectiveness of various hikes, excursions and expeditions. The origin of educational tourism occurred in the Ancient World and, depending on the socio-economic, political, cultural and historical situation at different historical stages, its development had its own characteristics. The practice of international travel for educational purposes developed in Europe back in the 9th century. due to the increase in the number of universities. From the 12th century scientific and student exchange has acquired a steady tendency towards constant development. At the end of the 17th century. and the first half of the 18th century. under the influence of the ideas of the great educators, some educational institutions in Europe practiced short excursions and walking tours for students. Interest in tourism received ideological form in the philosophy of the Enlightenment. J. Locke, J. J. Rousseau and other teachers in their works proved the need for long trips as a prerequisite for the proper education of a person. From the middle of the 19th century. the formation and specialization of new types of higher educational institutions (institutes, academies, lyceums, colleges) in Europe and America had a positive impact on the dynamics of international student mobility [15].

In Kazakhstan, educational trips have become one of the types of travel since the beginning of the 18th century. Trips related to the study of various aspects of life in Western European countries had a significant impact on the development of Russian culture. In school teaching, teachers N.I. Novikov, F.I. Yankovic, V.F. Zuev and others used excursions from the second half of the 18th century. Starting from the 19th century, excursions, hikes, and travel began to be used as a way of learning in special and higher education, as well as for collecting scientific, geographical and local history information about various regions of Russia. Organizers and promoters of

excursion educational tourism in Russia since the mid-19th century. there were advanced teachers. Among them are famous geographers N.A. Golovkinsky, D.N. Anuchin, V.I. Vernadsky, P. P. Semenov-Tyan-Shansky, I. V. Mushketov and many others.

At the end of the 19th - beginning of the 20th centuries. Many scientific and amateur societies began to pay attention to the development of tourism, including the Russian Geographical Society, the St. Petersburg Society of People's Universities, the Crimean-Caucasian Mining Club, etc. Conducting educational excursions at the beginning of the twentieth century. (in particular, educational and tourist organizations of St. Petersburg - Petrograd), can be assessed as the initial stage of a large-scale pedagogical research to understand the importance of educational travel in educational terms. The leader in the organization of educational tours of this period in Russia should be recognized as the Commission for Educational Excursions, created in 1909 at the Moscow branch of the Russian Society of Tourists.

### **Methodology**

At the stage under consideration, the leaders and accompanying groups of students were teachers. This led to an inevitable discussion in the teaching community and in society as a whole about the quality of training of tourism organizers. The activities of teacher training courses and tourist communities have become strategically important in this regard.

The development of educational tourism in our country is associated with the names of such scientists and teachers as I.I. Polyansky, B.A. Fedchenko, S.P. Kravkov, M.P. Rimsky-Korsakov, I.I. Mikhailov, S.T. Shatsky, N.A. Morozov, L.S. Berg, Yu.M. Shokalsky, A.E. Fersman, B.E. Raikov, I.M. Greves, L.A. Ilyin, N.P. Antsiferov, D.M. Kaygorodov and many others.

Over the century-long history, domestic school tourism has gone through periods of rapid development and stagnation. The degree of tourist educational activity was usually determined by the attitude of the secondary education system (and society as a whole) towards local history. Thus, school tourism received active government support in the USSR in the 1920s. Tourism development programs of those years provided schoolchildren with the opportunity to get acquainted with their native land, understand the features of its nature, history and culture. Involvement in the study of their native land in various forms - from the simplest descriptions to serious research works, had social significance and practical value.

After a period of stagnation in the 1930s and 40s. The activity of educational children's and youth tourism increased in the early 1950s. The predominant trips and hikes of schoolchildren were historical-revolutionary, military-historical, historical-archival and natural history topics. Routes to the sites of military battles of the Great Patriotic War have become especially popular. At the end of the 60s, many schools and colleges carried out active tourism work with students. Routes on topics such as "Love and Know Your Land", "Along Lenin's Places", "Along the Green Belt of Glory", "Through Historical Places".

The school and student tourist and excursion movement reached its greatest scope and mass scale at the turn of the 1970s and 80s. This was facilitated by: increased attention of the pedagogical community to tourism as an effective form of recreation and development for students, improved conditions of payment for parents, the introduction of preferential travel on transport for students, the opportunity to receive various social benefits at the expense of enterprises and trade unions, increasing the cultural level of people and their awareness. Children's and youth tourism has become widespread and has been focused on achieving two goals - recreation and education. The traditions of organizing school educational tourism are supported in our time by the tourist and local

history movement “Fatherland”. In organizing this movement, the main role belongs to the Center for Children and Youth Tourism and Local History.

### **Results**

Traveling abroad for educational purposes was rare in our country. On a global scale, international educational tourism has been actively developing since the late 1940s. In parallel with the expansion of international tourist relations. In the 1950s educational tourism in European countries, the USA, Australia and Canada has become widespread.

Important areas of international cultural exchange of the present time are international relations in the field of education, especially at its highest level. The student population is traditionally characterized by mobility and sociability, a desire to change places and travel, and a constant search for new knowledge and information. In this regard, educational international contacts should be considered as one of the most dynamically developing and promising aspects of humanitarian cooperation. The practice of international education has developed and is strengthening, when education is received entirely or partially abroad. International student exchange can occur at the state, non-state and individual levels. It is carried out on the basis of concluding interstate agreements, strengthening ties at the level of public and other organizations, individual universities, as well as on an individual basis.

### **Discussion**

Education in leading developed countries is increasingly developing as an export industry. Currently, two types of export of educational services can be clearly distinguished, conventionally called “active” and “passive”. Passive exports involve foreign students studying in their own country. This type of education export has been known for quite a long time and was characteristic, in particular, of the USSR. Active exports appeared relatively recently and are associated with the foreign expansion of universities and the creation of branches in other countries following the model of transnational corporations. For Russian universities, active export is a new type of activity. Successful development of active exports requires not only the creation of export potential, but also the development of your own strategy for entering foreign markets using existing global experience [16].

Having significant potential, the Russian Federation is far from fully realizing it. In recent years, one cannot help but note the downward trend in the share of Russian educational services in the world market.

- insufficient level of Russian language proficiency among foreign students;
- low return on information and advertising work.

Educational tours are a very common type of tourism, when during trips a tourist combines relaxation with education. Three directions, or three markets for educational tourism, can be distinguished [17]:

- language training tours,
- sports and educational tours,
- professional education.

### **Conclusion**

Language learning tours. Tours with the study of foreign languages are very popular among clients of different ages - from children and their parents buying tours to facilitate language learning, to adult entrepreneurs interested in spoken business language for various negotiations.



Language programs are designed for children from 5 years of age. But offers for such young children are not yet in great demand, but parents are much more willing to send schoolchildren 10-17 years old to study. The gradation of language tours by age is as follows: schoolchildren, students, adults (the latter making up 10% of the total flow).

Combining language training with recreation and tourism in the country of the language being studied gives very good results. Such tours are organized mainly to countries where the national languages are the most commonly spoken languages in the world - England, USA, France, Spain, Germany, Italy, Portugal. There are, of course, exceptions when English can be successfully learned in Ireland, Malta, etc.

Language courses can be: intensive and general (standard); business courses, preparation for international exams; holiday courses (combination of entertainment and language learning); one-on-one and group training; academic courses aimed at entering the university.

The most popular language today is English, followed by German and Spanish/Italian. Following them are proposals for learning French and Portuguese. These languages are often used in the world as a means of interethnic communication. Less often, but still, there are offers to study oriental languages during special tours to Asia - Chinese, Farsi, Japanese. But this is the exception rather than the rule.

The average duration of tours is 2-3 weeks. Language learning tours can be individual or group (most often these are business language groups, groups of schoolchildren). The main programs of educational tours are educational and excursion-educational. In some cases, there are also sports programs (mainly in children's and youth tours). Curriculum - a special course of language teaching in classrooms, language laboratories. Language classes can be organized at different levels: for beginners, for advanced learners, etc. All programs include 2-4 classroom hours (45 minutes) of foreign language classes per day. The first half of the day is devoted to learning a foreign language, the second half of the day is provided for entertainment, leisure, sports and excursions. Tours with intensive language study are also offered with a program of 20-30 hours per week.

Excursion and educational programs include studying the culture and attractions of the country being visited, its history and literature. One form of education can be visiting theaters.

Depending on the duration of the tour and the location of tourists, the program may include sports programs (tennis, horse riding, swimming, canoeing, etc.). Basically, sports programs depend on the capabilities of the school or college on the basis of which the language teaching tour is organized. Various sports competitions and quizzes are organized among students, which also indirectly encourages them to practice language during these events. Foreign language courses and sports - this form of educational tours is becoming increasingly popular in the world (especially among youth clientele).

Group tours with accommodation in camps, campsites, and colleges allow you to learn a language among your peers without being too distracted from your normal environment. Here, educational programs are combined with sports and leisure activities. These are so-called entertainment-educational tours, in which education usually plays not the main role. Schoolchildren really like this type of trip when they meet their peers of different nationalities and communicate with them in the language they are learning.

A common proposal is to organize language tours for businessmen. For adult clients, the main reason for training is the need to speak one or more foreign languages. The adult audience goes on such trips at the expense of their companies and enterprises, individually or with their

families. Favorite tours in this category are those that combine intensive courses with a large cultural program.

The main feature of preparing a language learning tour is an exclusively individual approach: schools and educational programs are selected for each person, taking into account his language level, education, and age.

The organization of language learning tours is carried out mainly by specialized receptive tour operators. They enter into agreements with local educational institutions (universities, institutes, colleges, etc.) for the use of educational facilities, the work of teachers and the use of teaching aids. Typically, a receptive tour operator for educational tours has agreements with not one, but with several educational institutions that provide slightly different conditions for training and other services (accommodation, leisure, sports, etc.), and therefore a greater choice for tourists. Before starting the service, it is necessary to prepare methodological support for distribution to tourists: training programs, textbooks, phrase books, city maps, guidebooks in the target language.

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**БІЛІМ БЕРУ ТУР МАЗМҰНЫ ЖӘНЕ ОНЫҢ ДАМУ ЕРЕКШЕЛІКТЕРІ**

*Аңдатпа. Бұл мақала білім беру турарының мазмұнын және оның даму ерекшеліктерін қарастырады. Қызмет көрсету саласының құрылымдық құрамдас бөлігі*

ретінде халықаралық білім беру туризм индустриясын қалыптастыру және стратегиялық дамыту проблемаларын шешудің өзектілігі, ұлттық экономиканың әлеуметтік-экономикалық процестерінің белсенді қатысушылары ретінде нарықтың экономикалық субъектілерін қалыптастыру Халықаралық қатынастардың жаһандануы, халықаралық нарықтағы бәсекелестікті құрайтын мазмұнның күрделілігі артып келе жатқан жағдайда ұлттық, салалық және институционалдық деңгейлердегі білім беруді интернационалдандыру жағдайында артып келеді білім беру туризмі.

Білім беру туризмі-бүкіл әлемде танымал туристік экономиканың қарқынды дамып келе жатқан саласы. Көптеген зерттеушілер оны туризмнің жетекші және ең перспективалы қосалқы салаларының біріне жатқызады. Сұраныстың ерекше сипатында, маусымдық ауытқуларда, туристік өнім мен қонақжайлылық қызметтерін әртараптандыруда, дағдарыстар мен қоғамдық-саяси күйзелістерге аз ұшырауда, клиенттердің қарқынды дамып келе жатқан сұраныстарында көрінетін білім беру туризмінің ерекшелігі теориялық тәсілдерді, оның барлық қатысушыларының өзара іс-қимылын жетілдірудің әдіснамалық және жүйелік тәсілдерін егжей-тегжейлі зерделеуді және әзірлеуді талап етеді. Білім беру туризмінің халықаралық нарығын сегменттеуге және сегменттер бейіндерін әзірлеуге, клиенттердің қанағаттану дәрежесін арттыруда, халықаралық білім беру нарығында тұтынушылардың адалдығын қалыптастыруда көрініс табатын клиентке бағдарланған бизнес тұжырымдамасы негізінде нарық субъектілерінің тиімді әріптестігі стратегияларын құруға және қолдануға әртүрлі тәсілдер, туристік нарық, жүйелеу мен оңтайландыруды қажет етеді. Осыған байланысты осы маңызды параметрлерді жақсартуға бағытталған зерттеулер өзекті болып табылады.

**Кілт сөздер:** тур, білім, даму, туризм

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### **СОДЕРЖАНИЕ ОБРАЗОВАТЕЛЬНОГО ТУРА И ОСОБЕННОСТИ ЕГО РАЗРАБОТКИ**

**Аннотация.** Данная статья рассматривает содержание образовательного тура и особенности его развития. Актуальность решения проблем формирования и стратегического развития международной образовательной индустрии туризма как структурной составляющей сферы услуг, формирования экономических субъектов рынка как активных участников социально-экономических процессов национальной экономики возрастает в условиях глобализации международных отношений, интернационализации образования на национальном, отраслевом и институциональном уровнях в условиях все большей и большей сложности содержания, составляющей конкуренции на международном рынке образовательного туризма.

Образовательный туризм – быстрорастущая отрасль туристической экономики, получающая признание во всем мире. Многие исследователи относят его к одной из ведущих и наиболее перспективных подотраслей туризма. Специфика образовательного туризма, проявляющаяся в особом характере спроса, выраженных сезонных колебаниях, диверсификации туристского продукта и услуг гостеприимства, малой подверженности кризисам и общественно-политическим потрясениям, динамично развивающихся запросах клиентов, требует детального изучения и разработки теоретических подходов,

*методологический и системный подходы к совершенствованию взаимодействия всех его участников. Различные подходы к сегментированию международного рынка образовательного туризма и разработке профилей сегментов, созданию и применению стратегий эффективного партнерства субъектов рынка на основе концепции клиентоориентированного бизнеса, выражающейся в повышении степени удовлетворенности клиентов, формировании лояльности потребителей на международном образовательном рынке. туристический рынок, требуют систематизации и оптимизации. В связи с этим исследования, направленные на улучшение этих важных параметров, безусловно, актуальны.*

**Ключевые слова:** *тур, образование, разработка, туризм*