

## **FOREIGN EXPERIENCE AND THE DEVELOPMENT OF EDUCATIONAL TOURISM IN RUSSIA**

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### **Abstract**

The authors analyzed the latest global trends in the field of education exports. The article presents the results of the analysis foreign experience in the field about organization of educational tourism and policies of exporting countries of educational services. For the analysis were selected some indicators such as: the number of foreign students coming to the country for the purpose of obtaining an education, the geography of the arrivals of citizens for education. The goals and factors that influence the development of educational tourism are analyzed. And also important is the analysis of the state policy of attracting citizens from foreign countries in order to obtain education. The role of social networks and universities sites in the system of promotion of educational services to the foreign market and in the sphere of development of educational tourism is reflected. The tools for attracting foreign citizens to participate in educational tourism are identified with the aim of increasing the flow of students from other countries of the world for training and obtaining high-quality education in Russia. The recommendations are proposed for the development of educational tourism in Russia, including through the formation of educational tourist routes.

**Keywords:** education, educational tourism, educational tourist routes, Russia, universities

## **1 INTRODUCTION**

The world is becoming more and more opening and people are looking for a better life (and including getting quality education), are ready to move in other cities and countries. The authors can talk about rapidly increasing mobility of a young, and not even very young in age population. And the discussion will not be on this issue in the article on labor migrants of low qualification, but about a part of the population wishing to get a better education before they start looking for a place to apply their labor. As an economic effect of these phenomena, it is important to note that educational tourism contributes to the economic development of that country or a particular city or region to which people come for the purpose of obtaining basic or additional (informal) education [11].

Getting high-quality education is a prerequisite for ensuring a further high quality of life for themselves and their children. This is one of the decisive factors in deciding whether to move to another city or even to another country. In addition, trips with educational goals have a huge impact on the development of cultural exchange, on the opportunity to study and understand the culture and customs of other peoples that is, generally, contribute to the preservation of peace on the planet.

In this article, authors wanted to go directly to the notion of "educational tourism". Its value - social, cultural and economic - is recognized by all: residents of different countries, educational institutions, official tourism organizations, government authorities and employers around the world [20], [21], [25], [27]. In a broad sense, educational tourism is any cognitive activity in the process of travel [15].

Despite the fact that educational tourism has a rich history, the scientific concept of "educational tourism" has not been wide developing yet. According to numerous definitions, it is "a phenomenon of integration of education and tourism through the organization of tourism and educational activities to achieve goals and objectives determined by educational programs and aimed at the formation and development of personal qualities that manifest themselves in the formation of a universal, professional and profile-specialized competence"[18].

The authors emphasize the main thing - "educational tourism" can be treated in two ways. First, it is one of the branches of the tourism industry. This area of tourism includes specially organized interactive forms and types of travel, which combine recreation, education and enlightenment of people of different ages in the territory outside their permanent place of residence. At the same time, the terms of tourist trips with educational purpose may differ (from 24 hours to 6 months and even more). But all these trips have as their goal the deepening of knowledge on various disciplines (for example, with the purpose of studying foreign languages, etc.) [1]. Secondly, educational tourism can and should be considered as an economic category. This is "a system of relations related to the creation, distribution, sale and consumption of educational services within the national and world economy, involving the transfer of the educator from the place of permanent residence to the place of study in order to meet the needs for knowledge, skills and competencies for a period of not more than one year (but without engaging in activities related to obtaining income from sources in the country (place) of temporary stay) "[12].

In foreign literature, educational tourism includes any type of program in which participants traveling individually or in a group have the primary goal of engaging in an educational process or learning experience directly related to the place where the journey takes place [21]. At the same time, different types of tourism are distinguished: ecotourism, cultural tourism, rural / agroecotourism, foreign language courses, student exchanges between universities [17]. At the same time, from the perspective of the economic component, it is noted that educational tourism requires the management of the activity of tourists, for whom education and training are the main or secondary goal of the trip [20]. In other words, in the foreign literature, two types of educational tourism are again singled out, depending on what is the primary one: "education first", or "tourism first". Naturally, in the latter case, training is a secondary, but quite important motive for the trip.

Educational tourism can be considered both a highly effective technology of education and at the same time a form of organization of the educational process (especially universities) [22]. It is gratifying to note that the key tasks of state policy in the sphere of education are put in documents and programs for the development of the Russian economy. The state program of the Russian Federation "Development of Culture and Tourism" for 2013-2020 years (as amended on September 25, 2017 year) was adopted, which envisages "the development and promotion of cultural and educational tourism as the basis for increasing the educational and cultural level of the Russian population (first of all, young students)" [23]. However, we emphasize that in Russia there is still no definition and a single classification of this type of tourism. Educational tourism is not allocated as a separate direction for regulation in accordance with the legislation of the Russian Federation.

**The purpose** of the article is to analyze and take into account the experience of developing educational tourism in the countries of the world and develop recommendations for the development of this type of tourism in Russia.

## **2 SOURCES AND METHODS**

The ability to produce, disseminate and use competently acquired knowledge is becoming an increasingly important and indispensable sign of the competitiveness of man and society as a whole. The desires to obtain quality education, new knowledge, as well as permanent (lifelong learning) are some of the striking features of a post-industrial economy or knowledge economy. Knowledge, as the main commodity of modernity, is becoming increasingly important.

To achieve the research objectives, the article is based on the analysis of foreign experience in the field of organization of educational tourism and analysis the policy of exporting countries of educational services. For the analysis, the following indicators were chosen: the number of foreign students coming to the countries of the world for the purpose of obtaining education, the geography of the arrivals of citizens for education (that is, from which countries students leave most often to study abroad), the goals and factors that influence the development of educational tourism. Also important is the analysis of the state policy of attracting citizens from foreign countries for the purpose of obtaining education, the procedure for inviting young people to receive education.

It was characterized the application of resources of social networks and sites of universities in the system of promotion of educational services to the external market.

This is so important to note that in recent years, in the context of the rapid development of ICT, very much help (as well as serious competition) to educational tourism can be made by electronic education. Thus, in 2016 year, the market for informal e-learning in the world was estimated at \$ 46,674.7 million. The dissemination of open educational resources, according to the authors of the report "The NMC Horizon Report: 2015 Higher Education Edition", is a medium-term trend that facilitates the introduction of new educational technologies in higher education [24]. With the development of ICT and the ever-increasing number of Internet users in all countries of the world, on-line recruiting for a large category of entrants can become a priority for universities that plan to increase the number of foreign students. This is one of the directions for development of educational tourism, which also needed attention.

An analysis of the current situation with the development of educational tourism in Russia is carried out. On the basis of the research, are formulated recommendations on the development of educational tourism in Russia, including through the formation of educational tourist routes.

### **3 THE POLICY OF EXPORTING COUNTRIES IN THE FIELD OF EDUCATIONAL TOURISM**

At the beginning of the XXI century an important stage in the development of international educational tourism was the signing by the countries of Europe of the Bologna Declaration on April 17, 2001 year, the aim of which was harmonization in the system of higher education in the regions. This contributed to the expansion of borders and opportunities for educational tourism [19]. In 2003 year, Russia became a participant in the Bologna Process. Without a doubt, one can distinguish both the "pros and cons" of the Bologna process. But it should be emphasized that student mobility has grown dramatically in recent years.

Thus, it is noted that in OECD countries in 2014year, foreign students accounted for about 6% of all students enrolled in higher education programs. Students from Asia make up more than half (53%) of foreign students studying in OECD countries on graduate and doctoral programmes or equivalent. China is the country with the largest number of citizens studying abroad, followed by India and Germany. Among all OECD countries, the United States accepts the largest number of foreign students for master's and doctoral programmes or equivalent (26% of the total), followed by the United Kingdom (15%), France (10%), Germany (10%) and Australia (8%) [3]. In other words, the maximum number of foreign students in the world is trained in the US (more than 900 thousand) or about 20%. Further behind the leader (but with a significant margin) follow countries such as Great Britain (about 10%), Australia, France, and Germany. A significant number of foreign students go to study in Russia (6-7th in popularity among all countries in the world). Finland is represented only in 40th place with the number of foreign students in the amount of 23000 people (data: data.uis.unesco.org for 2015 year).

At the same time, the authors analysed which countries students leave most often to study abroad. With a global figure of over 4 million people studying outside their countries, China (more than 800,000), India (more than 250,000), Germany, the Republic of Korea, Saudi Arabia, and Kazakhstan are leading. According to UNESCO, Russia is also on the list of the first 15 countries, where students leave to study abroad. Comparing the data between the number of foreign students entering the country and the number of citizens leaving the country to study in another country confirms the leading position of the United States as a country to a greater extent as a host of students, and China as the country from which the world's most travel to study abroad. However, if the statistics are adjusted to the total number of residents of the country, then the increased percentage of foreign students in relation to the number of its residents (for example, per 1 million citizens of the country) differs from other countries: New Zealand, Australia, Singapore, United Arab Emirates, Austria, United Kingdom, Switzerland, Denmark, which far outstripped France, Germany and the United States.

For example, according to UNESCO, from Germany going to study in Austria, the Netherlands, the United Kingdom, Switzerland, France, the USA, etc. From Finland going to study in Sweden, Great Britain, Estonia, Germany, the USA, etc. But from Russia - to Germany, the Czech Republic, the United States, Great Britain, France, Finland and other. Often the most significant factor in determining where to leave for a student is the geographic proximity of countries and / or knowledge of the language (often English).

So, the UK is a leader in educational tourism, focused on learning English. Schools offering their services for learning English are united in associations for more successful attraction of clients. The association "Quality English" promoting educational services and attracting international students and course participants are engaged in business structures in close cooperation with schools and universities, and this applies not only to educational institutions in the UK. As a tool, social networks are actively used, as well as specialized educational exhibitions. For example, SmartPanda is an accredited representative of foreign colleges and universities (official website - [www.s-panda.com](http://www.s-panda.com)) [8]. The experts of the centre conduct the whole process of enrolling in universities are engaged in visa registration and preparation of the student for study abroad.

In the United States have been established procedure of inviting young people for education, with students attracted not only by the quality of teaching (international ratings are placed on the first lines of the most famous American universities, and among the top 200 universities of the world in these ratings - most of it American, that is, not only are, like Harvard and Yale universities). In terms of the quantity and quality of scientific and research work, US universities are leading the world. But that attractive of all is the fact that any international student who has graduated from an educational institution in the United States, can remain in the country to work in their specialty.

In the most of the leading exporting countries, the policy of attracting foreign students for training is supported by national strategy. It is complemented by the strategies of universities. At the same time, universities act as key players in attracting foreign students. Everyone can give some examples of US universities in Germany, many of which took first place in the ranking of the best universities in the world QS World University Rankings 2018 version of the British consulting company Quacquarelli Symonds. And even 10 universities from Finland are in this list (University of Helsinki - 102; Aalto University - 137 place; University of Turku - 276, etc.) [26]. For comparison: in this rating, the Moscow State University named Lomonosov is on the 95th place, Saint Petersburg State University - 240, Novosibirsk State University - 250, etc.

The authors propose to focus their attention on the experience of Finland. On the website of the Finnish Ministry of Education highlights there are some advantages of studying in Finland. It is noted that this is a region with a unique nature, culture, highly developed economy and education, active social life, civilized society [7]. The Finnish Ministry of Education has established the Education Export Program of Finland "Education Finland" [5]. On the website of the Ministry of Education lists there are best practices of international cooperation, as well as the arguments for the need for education in Finland. Among them: high rates of quality of education in international comparison, a variety of universities and training practices in them thanks to their great autonomy, high degree of equipping of information and communication technologies and high standards in the design and construction of buildings for schools, where the students are learning.

There is a union of Finnish universities - Finland University (2017). Four universities in Finland (Abo Academy University, University of Eastern Finland, University of Tampere, and University of Turku) joined forces to attract foreign students to study in Finland and created the Finland University portal (<https://www.finlanduniversity.com/aboutus/>). The portal reveals all possible options for cooperation, the benefits of training in these universities, as well as the uniqueness of the places where universities are located.

In Finland, an active policy is being implemented to strengthen the weight of Finnish universities, the importance of Finnish scientific journals (many of which are included in the Web of Science abstract base and 52 Finnish journals are included in the Scopus abstract base). Participation in scientific conferences is widely used to attract foreign students, at first from Russia.

## **4 DISCUSSION**

According to the International Standard Classification of Education, developed by the UNESCO Institute for Statistics in 2011 year, "education is the processes by which society purposefully transfers the accumulated knowledge, understanding, attitudes, values, skills, competences and patterns of behaviour from generation to generation. They include communication for the purpose of learning" [9]. At the same time, the document states that education can be formal (planned with the participation of state organizations and state-

recognized private organizations) and informal (which can be planned by a person or organization that has the opportunity to provide educational services).

It is worth noting that non-formal education is an addition, as well as an alternative to formal education in the lifelong learning of the individual. That is, the universal right of access to education is ensured. It is informal education that can be small in duration and intensity (courses, master classes, seminars and etc.). It is very broad in scope - from programs to eliminate adult illiteracy, programs for children who are not yet attending school, to programs for developing life and work skills, as well as programs aimed at social and cultural development.

From 2000 year to 2015 year the share of Internet users increased almost sevenfold (to 43% of the world's population). The share of households with access to the Internet increased from 18% in 2005 year to 46% in 2015 year [13]. At the same time, China confidently ranks first in the world in terms of the number of Internet users: by early 2017, the number of Internet users in China amounted to 731 million people [4]. Further, India - 350 million, the USA - 277 million, Japan - 110 million, Brazil - 110 million, Russia - 87.5 million, Germany - 72 million, etc. According to the report of the UN Global Broadband Progress September 18, 2017), the number of Internet users in the world is 3.58 billion people (with a total population of 7.6 billion) [10].

Many educational institutions in Russia and in the development and implementation of marketing programs to promote their educational services rely on attracting students from other cities and countries. The presence of a large number of foreign students, for example in the university, is an indicator of its success and high competitiveness, promotes the university to the forefront in international rankings (including QS World University Rankings).

In modern Russia, a search is being made for new mechanisms for the functioning of higher education institutions in an urgent and changing demographic, economic, and social situation. Universities compete and interact in rapidly changing conditions in the market of educational services and the labour market as a whole. The possibility of choosing a university, the diversity of universities and educational programs has led to an exacerbation of competition between them, including when recruiting students (including foreign students). In order not to lose in this competition, it is necessary to develop an effective marketing policy for the promotion of their services with a view to the interest of consumers in them [2].

Social networks - now are one of the most important channels for recruiting students. And it is important that the information is given in a language that is understandable in different countries of the world. So, in the world the most popular social networks are Facebook, Twitter, and YouTube. And, for example, in China there are only own social networks YOUKU, Weibo, Renren, and QQ. It is important to note that most of the Russian universities located in regions bordering China have versions of their sites in Chinese. Among them: Vladivostok State University of Economics and Service, Amur State University, Pacific State University, Irkutsk State University, Transbaikal State University. Also, in the Chinese language are supported by the universities that entered the project 5-100. This is a state program to support the largest Russian universities, which is implemented by the Ministry of Education and Science of Russia in accordance with the presidential decree of May 7, 2012 year "On measures to implement state policy in education and science" [16]. The main goal of the project 5-100 is to raise the prestige of Russian higher education. And it is important that the best Russian universities among the participants of the project are included in the top 100 universities of the world ratings: Quacquarelli Symonds, Times Higher Education and Academic Ranking of World Universities.

Continuing to characterize the potential of universities to promote their educational strategies, it should be noted that only three Russian universities are represented in Chinese social networks. Kazan Federal University and Peoples' Friendship University of Russia are represented in the Weibo network, and the Samara State Aerospace University. Named S.P. Korolev the created her own page on the Renren network [14]. In other words, Russian universities are extremely poorly represented in the Chinese segment of the Internet, and in fact, China is the country that leads the world in the number of young people who go to different countries of the world to receive good quality education. This fact is key from the point of view of expanding the educational strategy.

A meaningful analysis of the English-language sites of Russian universities was conducted by the Russian Council on International Affairs (INF) in partnership with Russian universities-members of the INF. In the report "Electronic Internationalization: English-language Internet Resources of Russian Universities", prepared in 2015 year, it was noted that information was analysed about the content of 45 leading Russian universities, as well as about 11 foreign universities from the first hundreds of the QS World University Rankings, for which English is not the main language of instruction. They were universities in France,

Germany, China, Singapore, the Republic of Korea, etc. [6]. The obtained data (based on 108 parameters) were summarized in the form of the "Index of electronic internationalization of universities", on the basis of which the rating was built. The first positions in the compiled rating are taken by: HSE, St. Petersburg National Research University of Information Technology, Mechanics and Optics (ITMO), Skolkovo Institute of Science and Technology (SkolTech), St. Petersburg Polytechnic University (SPPU), Kazan Federal University (Privolzhsky), National Research Polytechnic University (TPU), Ural Federal University named the first President of Russia B.N. Yeltsin (UrFU), Moscow Institute of Physics and Technology (State University - MIPT), Nizhny Novgorod State University named N.I. Lobachevsky, Peoples' Friendship University of Russia (RUDN). At the same time, the summary of the report, in particular, notes the following: "... Russian universities have technically advanced sites. However, their content in English leaves much to be desired. "

The authors are also convinced that as a tool for informing, obtaining knowledge about Russia and its regions, and recruiting entrants to universities in Russia, the resources of Wikipedia are clearly underestimated. For example, in articles on leading foreign universities in Wikipedia, a section on graduates is very important. To work with Wikipedia, foreign students are usually attracted to foreign universities. They translate material about the university, in which they study in their native languages. They are trying to raise the prestige of the university, where they are currently studying to attract new students from their home country. In Russian universities, work with Wikipedia, as a rule, is assigned to the press service and not as part of a strategy to attract foreign students. This issue requires a binding solution in the future.

## **5 THE DEVELOPMENT OF EDUCATIONAL TOURISM OF THE RUSSIAN FEDERATION**

What tasks can be put in the sphere of development of educational tourism, analysing the latest global trends in the field of education exports?

In our opinion, it is necessary to continue studying the world and Russian experience in developing tools to achieve the goal and determine the target audience (age, country, and region). So necessary to deeply analyse the specialization and activities of the already existing Russian educational clusters; assess the readiness of the regions of the Russian Federation to implement educational tourism programs; to analyse the measures and methods of online recruiting widely used by foreign universities at the present time; as well as draw the attention of Russian travel agencies, with the aim of forming educational tourist routes for attracting to Russia those wishing to get education in our universities from other countries of the world.

To achieve the goals of attracting more people from different countries of the world to our country, it is possible to recommend the following measures:

- The Ministry of Education of the Russian Federation should recommend the development and implementation of a program for the export of educational services. On the website of the department regularly publish reports on the results of work in the field of international mobility of students;
- To pay attention to the structure of the websites of universities, the ease of navigation on them. It is necessary to place information: about Russia, the region of the Russian Federation where this educational institution is located, the rules of admission to the university and the organization of the educational process, the possibility of organizing leisure for students - acquaintance with the historical and cultural heritage, as well as recreation in nature, the uniqueness places where universities are located, and places worth visiting;
- It is advisable to combine the efforts of several universities to attract students from different countries to get education in Russia, create an appropriate structure and create their own portal on the Internet, where all possible cooperation options will be revealed, the advantages of studying at Russian universities;
- Offer a wide range of services in the course of admission and further education in Russian universities. Among them: teaching Russian, expanding professional contacts in international clubs and cafes, outdoor activities, participation in scientific conferences and exhibitions, entertainment for foreign students, organizing cultural and sporting events for foreign students, information on student exchange programs of Russian and foreign universities;
- Create a portal in interested Russian universities, not only in Russian, but also in English, Chinese, French, and Spanish, to attract students from other countries. On the site to post reviews of foreign students about training in a particular Russian university;
- Widely promote the program of student and academic exchanges; attract teachers from different countries to conduct lectures in Russian universities. Implement programs of scientific cooperation between universities in different countries, including through participation in summer schools (international);

- To carry out joint work of universities and tourist firms and expand programs in educational tourism, focused, first of all, on the study of the Russian language. At the same time, an important goal of language programs will be not only the study of the Russian language through immersion in the language environment. The important points for the student will also be: acquaintance with the culture of the Russian regions, with history, visiting interesting places, cultural events, and Russian cities. For this, it is necessary to develop educational tourist routes, because our country has an absolutely unique nature;

- Is necessary to expand work on recruiting entrants from foreign countries through social networks, through joint work of the press service and international service of universities, including strengthening work with foreign graduates of the university.

Although not all Russian even the most famous universities fall into prestigious international ratings, yet the flow of foreign students in Russia is growing. And the most significant part of foreign applicants goes to Russian universities from former Soviet republics: Belarus, Kazakhstan, Turkmenistan, Tajikistan, Ukraine and etc. Only then do young people from Asia, Africa and the Middle East aspire to get education in Russia. This fact should be paid attention to when conducting advertising campaigns for recruiting.

## **6 CONCLUSION**

In recent years, the share of the educational market of leading exporting countries has been decreasing. But at the same time, more and more new states, including developing ones, are involved in this sphere of export of education. The relations between sending and receiving countries cease to be unidirectional and become dynamic and reciprocal exchange.

The transition from the early 1990s years to a market economy and modern relations required a different organization of higher education in the former USSR. A search is being made for new mechanisms for the functioning of higher education institutions in the modern and changing demographic, economic and social situation. Universities of Russia compete and interact in rapidly changing conditions in the market of educational services and the labour market as a whole.

In promoting educational services and attracting foreign students and students of all kinds of courses, not only universities or state structures should be interested, but this business should also be dealt with by business structures that will work in close cooperation with schools and universities, and this does not concern only educational institutions. As a tool, social networks should be actively used, as well as specialized educational exhibitions.

It is advisable to create special structures (like the UK, for example, SmartPanda), which will be accredited representatives of colleges and universities. The experts of the centre will implement the process of admission to universities; engage in visa registration and preparation of the student for study in Russia.

The development of the Internet and social networks can help in increasing the popularity of education in Russian universities. For this, the need to improve not only the English-language sites of universities, but also provides information in various foreign languages (Chinese, Spanish, etc.). The effectiveness of using information on a language accessible to users of social networks in the modern world is becoming an important factor in the export of educational services and increasing the attractiveness of Russian higher education. Russian universities have everything that they need to use the powerful potential and information channel to increase the recognition and competitiveness of the domestic higher education system.

In order to attract young people and even older people for training in Russia, it is proposed to initiate the development of educational tourist routes for our country at the state level. In other words, it is necessary to make great efforts to visit Russia (and not just Great Britain, France or the USA) and study in universities of different cities of our country (from Kaliningrad to Vladivostok) became interesting and necessary for foreign citizens.

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