

THE VALUE OF THE TOURIST INDUSTRY FOR THE DEVELOPMENT OF THE EDUCATION SYSTEM

The state of the national social security system and the practice of regulating labor relations highlight the working conditions in the most monopolized - respectively independent sectors of public regulation - sectors. Actual monopolists who own access to the resources needed to produce highly profitable products on the international market often execute only the minimum necessary norms and legal requirements, especially for labor protection. The mass transfer of subdivisions of multinational corporations to developed countries was aimed at reducing the cost of production - first of all, in such a significant cost item as a payroll, which still has to be supplemented by social expenditures. In the twentieth century, abroad, they were mainly transporting environmentally harmful production and there was a need for unskilled labor. For the XXI century, the main characteristic has become transnationalization of high-tech industries and services. This has led to an increase in demand for educational tourism services, an increase in the need for educational institutions capable of training world-class skilled professionals in developing countries, while at the same time increasing unemployment and social tensions in high per capita income countries.

Educational tourism flows in the global marketplace, balance wage options and condition the existence of a weighted average equivalent, where international labor migration carry out without obstacles. But the employer is constantly looking for the cheapest payments of work within the permissible standards of qualification option, but the policy of liberalization in poor countries with a weak policy of protecting the internal market and promoting international migration further contributes to the persistence of this trend [3].

The phenomenon of liberalization of national education systems has become a modern feature of the new global economic system, with the revitalization of educational tourism. States are beginning to rebuild their education systems on demand or under pressure from foreign contractors. National scientific schools and specialists are lost, which has a negative impact on the development of educational tourism, but has a small positive effect, which achieved through the development of successful foreign experience.

The relation between the quality of education and the well-being of the population has no clear boundaries and a unanimous approach to the organizational and economic mechanisms of its provision. The basic models for educational tourism are

those where states do not consciously invest in the training of their own specialists, providing citizens with a minimum level of knowledge sufficient to generate consumer demand, and inviting foreign scientists to strategic industries, especially innovative ones; guided by the premise that while not revealing the potential of one's own population, the country loses far more than investing in a high-quality education system, states practice training the maximum number of citizens, knowing that some of them will not engage in economic activity as entrepreneurs and wage earners.

Educational tourism has an influence on the phenomenon of labor migration, when the number of foreign students in different countries has been a positive consequence. National institutions of higher education have received additional revenues through export of educational services, which already lack students from the country's citizens and regions where large educational institutions are located - development of related infrastructure. However, tourist flows for education are constrained by migration law. Ukraine has a number of unresolved problems in this sector, although attracting students from abroad is one of the priorities for the development of the national education system and for the increase in foreign exchange budget revenues. In this regard, one of the tasks of the macroeconomic level is to regulate the size of the economically active population (supply of skilled labor) through the higher education system with the latest and promising specialties. In these circumstances, it is advisable to plan a strategy for the development of the higher education system. It's to lead to ensuring the necessary number of economically active population, for the growth of the gross national product, which will facilitate a sound choice of priority directions for the development of educational tourism, for the growth of economic activity of the population [5]. For this purpose it is advisable to carry out a statistical analysis of the current state of the world market of educational services according to the data of international organizations and to identify the main competing countries to which it is advisable to direct the flows of educational tourism, which will increase the number of their economically active population. For the last four years, educational tourism for Ukraine has provided an average of about 50% of Ukraine's foreign trade turnover annually this year.

In order to create conditions for the active development of the tourism sector in the field of education, it is necessary to take into consideration that

the modern global market is built on the paradigm of free trade and initiative entrepreneurship. Competition in the international environment is high enough. The consumer will choose the easiest and most convenient option among the numerous offers. Based on the results of the research, The main criteria are highlighted for the attractiveness of educational tourism in developed countries for foreign nationals: low criminogenic situation in the country and confidence in personal security; clear and realistic conditions for admission to educational institutions; provision of adequate transport and domestic infrastructure; opportunity to study the language and culture of the country; training content and interesting educational programs; availability of academic mobility agreements and mutual recognition of educational documents; justified and economically proved cost of training.

The study revealed significant changes in the geographical structure of exports of educational services in Ukraine. This requires further analysis of the prerequisites for such changes and the development of effective strategies for cooperation with foreign travel agents in new areas of educational tourism to attract foreign students. Previously, most of them came from Turkmenistan and other countries of Central Asian. Today, more than one thousand Moroccan students entering the tertiary level, the number of students from India increase. Ukraine is characterized by extremely diversified exports of educational services, so the loss of one or two markets is an unpleasant but not fatal situation. At the state level, there is no unanimous priority in the choice of the country from which students are admitted to study. Streamlining is more dependent on the practice of individual higher education institutions and regional economic policy [4].

As for the destination of educational tourism from Ukraine, according to September 2019 [2], the largest number of students from Ukraine is studying in Poland (29 253 persons) and the Russian Federation (22 440 persons). In total, there are 23 countries in the world that have enrolled more than 200,000 Ukrainian citizens.

The example of Poland is unique, because more than half of the export of educational services comes from Ukraine. Higher education institutions in Poland received the maximum possible support from the government on the policy of attracting students to Ukraine. This coincided with the beginning of the economic crisis and the reforms of the national education system in Ukraine.

The number of students from Ukraine is constantly increasing, which studying abroad at the Higher Education Institutions. According to [2], from 2012 to 2017, the number of students from Ukraine studying abroad increased by 40 thousand people to 77 219, and only 52 768 foreign students came to Ukraine to study. The most popular regions for students from Ukraine are North America and Europe, the least traveling to the countries of South and West Asia and Africa south of Sahara.

In the 2014/2015 academic year, according to the Ukrainian State Center for International Education

[1], the flow of educational tourism in Ukraine amounted to 63 172 foreign students. The attraction of funds to the State budget amounted to about US \$ 150 million. The additional annual costs of these students to stay in Ukraine amounted to approximately \$ 300 million. Thus, the growth of educational tourism flows to attract foreign students is a major impetus and a growth point for both higher education institutions for the state and the region as a whole. Ukraine takes place in the top 20 in the number of foreign students. However, it should be noted that since 2015, there has been a significant decline in incoming mobility indicators, which is primarily due to the difficult socio-political situation of the country. But the situation is gradually leveling off, and in 2017/2018 there were already 66,310 foreign students registred in Ukraine from 147 countries. There were also an increase in the number of HEIs attended by foreigners: 185 in 2015/2016, 228 in 2016/2017, and 239 in 2017/2018.

Thus, an increase in the export of educational tourism services will have a positive impact on the economic activity of the population, including at the state level, in addition to the direct growth of the gross national product, due to: harmonization of educational processes in higher education in Ukraine with the education system of leading countries, which, in turn, will increase its competitiveness; to attract foreign students to study, which intensifies the academic activity of academic institutions, acting as a factor in raising the ranking of higher education institutions in order to gain competitive advantages in choosing students a place of study; to stimulate and financing the development of social and household infrastructure in the places of residence of students, creation of new jobs; to obtain domestic higher education institutions the opportunity to become the focus of regional development; to promote the employment of young skilled workers, in particular alumni - foreign students, which will reduce the population aging rates of most European countries, including Ukraine, together with the need to address the problem of legislative regulation of foreign nationals; to promote the formation of a positive intellectual image of the country.

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