

UDC 379.85:37(045)

EDUCATIONAL TOURISM AS ONE OF OPPORTUNITIES FOR POST-WAR RECONSTRUCTION OF UKRAINE

Tetiana Silichova

Candidate of Pedagogical Sciences,
Associate Professor of Mathematical Methods in Economic Department
V.N. Karazin Kharkiv National University

Kharkiv, Ukraine

ORCID ID 0000-0001-5003-2711

tas.20.05.72@gmail.com

Abstract. The article deals with one of the main issues. The question of post-war reconstruction of Ukraine. An analysis shows that the losses of Ukraine are quite significant, and unfortunately, many indicators such as industrial development, industrial recovery require time and material investments. One of the less costly directions is the development of educational tourism. The article shows that Ukraine has a great scientific potential, which at the moment is preserved, and it is necessary to preserve it, and this direction is one of the best and most powerful to get out of the difficult economic condition.

There is analyzed the state of the market of educational services on a global scale. It is shown that the world powers not only develop education and attract foreign students to study, but also earn a lot of money on the sale of educational services. In addition, the development of such industry as educational tourism, develops many other economically important areas, and contributes to the growth and popularization of the country in the world.

Purpose of the article is to analyze the state of the market of tourist services of other countries, to show the advantages of educational tourism. To show that in the modern world it is a business that brings besides direct income a lot of indirect positive aspects. Namely, other spheres of the country, such as medicine, service sector, and others are developing in parallel. Due to the fact that students are in the country for a long time, practically live, such financial investments are stable and have a long-lasting effect. In addition, the country is popularized in the world market, because a significant part of the residents learns the language, learns the culture of the country.

Moreover, campaigns have the opportunity not only to keep the best workers for themselves, but also can open branches in other countries, due to the fact that contacts between people after their studies are still maintained. The article shows that the factor of enrollment in the best universities of the world is their advertising as an opportunity for further employment, and the number of foreign students in them is steadily increasing.

Also considered is the fact that despite the fact that Ukrainian universities are not in the world's leading positions, but they have a number of undeniable advantages. This is the ratio of price and quality of education, European location of the country, tolerance of Ukrainians to other cultures and ethnicities, ease of living, lack of bureaucracy, and much more.

As a result of the analysis we can say that higher education in Ukraine is undoubtedly quite competitive in the world and the task of the modern state of Ukraine is not to let loose and destroy such an economically important direction. And it is education that is the component that will most effectively help in the post-war reconstruction of the country.

Keywords: higher education; mathematics; subject; specialist; specialty; university.

Introduction. There are several scenarios for the post-war reincarnation of Ukraine's economy, but all of them are based on rather substantial monetary

investments. If we assume that all of the expected resources will be obtained from outside (and this is the scenario that is considered as the most possible one in most cases), then only a part of insignificant funds can be received in the form of grants, and most part of them will probably be represented by credits that will have to be repaid.

At the same time, it is not quite logical to talk about the rapid rise of industry and as a consequence the payback of significant investments, because it isn't logical first of all, and its necessary to have a time to create jobs, launch the enterprises themselves and human resources (War damage has already amounted to 500 billion dollars, 2022).

Therefore, the search for those reserves inside of the country itself, which will help its early recovery will be one of the important factors of its economic stabilization and further development. One of such opportunities may be the development of tourism services. On the one hand, it may seem absurd to emphasize the development of tourism in post-war Ukraine, but there is a certain sense in it.

Analysis of publication. At first, it is possible to develop the tourism industry at the expense of internal reserves, without attracting significant investments from the outside, guided by the principle of “small to big”. In addition, despite the fact that a significant part of tourism services in exports is characteristic of developing countries (over 30% of tourism services in total exports is estimated as a negative factor), but countries with a high standard of living also make significant profits from the market of their tourism services (50% of the total world market of the tourism sector is accounted for by the USA, Spain, France, Thailand, UK, Italy, Australia, Germany, Japan and China,).

If we talk about Ukraine, at the beginning of 2022 exports of tourism services occupied 4.1% (it is assumed that if this threshold is below 5%, then this branch of the economy does not play any role) (World countries with the largest share of tourism in the economy, 2022). But even with such small numbers, it can be noted that in 2021 Ukraine was visited by 13.6 million tourists, and the spending of foreign travelers reached \$1.4 billion (Foreign tourists left 14 billion dollars in Ukraine in 2019, 2021). And only for 2021 year, a record 244 million UAH (hryvnias) of tourist tax was received by the Ukrainian budget. This amount is 86.8% higher than in 2020 (UAH 130.6 million), and 20% higher than the amount of pre-covid 2019 (UAH 196 million).

The important factor is that all tourism industries and destinations are closely interconnected. Thus, ordinary traveler's tourism generates medical tourism, industrial tourism, educational tourism, and the like. What's interesting: 5% of tourism exports stimulate the development of the service sector by 30%. Every 11th job is related to tourism development in one way or another. Tourism, as a sector, is quite diverse, and

in order to properly formulate the directions in which to move forward, we will conduct a small analysis of the tourism sector.

Let's analyze those trends that were on the tourist market of Ukraine in the pre-war years. Thus, pre-war 2022 the flow of tourists from abroad increased by 20% compared to pre-covid 2019. At the same time, 29.5% of the surveyed respondents answered that their purpose was recreation, the same percentage said that they came for a business trip; about 22.4% came to visit relatives and friends, 11.7% of foreigners came for medical treatment (Over 4 million tourists visited Ukraine in the previous year, 2022).

Thus, we see that only 30% of respondents visited Ukraine for the purpose of tourism as a form of leisure and in the post-war years this flow will be much less, and to influence its increase in the first time will be almost impossible. Therefore, it is important to determine which of the directions is less costly from the point of view of the present and promising enough from the point of view of the future. To such directions can be attributed educational and medical tourism. Let's consider educational tourism in more detail.

The aim of the article. The purpose of this article is to analyze the opportunities and prospects of educational tourism in Ukraine, the choice of those components that are determinant in its development, the formation of a holistic concept.

Research methods. Review of materials on the topic of research, the direction of the formation of the main criteria and indicators, directions that are determinant in the study of this sphere of educational activity, with the help of which it is possible to model and predict its further development.

Results of the study. This direction is one of the most profitable areas of the economy in the modern world. Developed countries earn millions on the sale of educational services and work in this direction, so, for example, the U.S. accounts for about 30% of all educational services sold of the world market (Bondar, 2021).

In addition to the clear profit, educational tourism gives a lot of hidden effects: it attracts the most talented and capable young people, creating the effect of "forming an employee for himself", the development of research centers and scientific schools on the basis of universities, popularization of the language and culture of the country of study, and as a consequence, strengthening the role of the country in the foreign policy arena and much more. In addition, due to the fact that the "client" in this case, the student is in the country of training for quite a long time, there is what was mentioned above: investment in medicine and economy from the outside. Let's take a closer look at Ukraine's prospects in this direction.

There is an opinion that Ukrainian higher education has a less of quality and there is a lot of higher education institutions in the country. Let us analyze statistical

data for three countries. Thus, in Ukraine there are 282 higher education institutions for 44 million people (ratio 1:6); in the USA there are 6502 higher education institutions for 332 million people (ratio 1:19), in Germany there are 376 higher education institutions for 84 million people (ratio 1:4).

Thus, the number of higher education institutions in Ukraine isn't critically large by European standards. Therefore, it isn't reasonable to talk about an overabundance of higher education institutions in Ukraine, moreover, the total reduction of universities will lead to irreparable loss of teaching staff and possible loss of entire scientific areas. Perhaps we should shift the focus on changing the approach to education.

Let us turn to the world rankings of higher education institutions, according to which Ukrainian universities occupy far from the highest positions. There are three main ratings. They are Times Higher Education (THE), World University Rankings (QR) and Shanghai Rating (ARWU). The scales for evaluating the activity of universities differ, but if to speak averagely, then according to it 50% is given to the level of demand for specialists; 20% to the level of research activity 30% to the level of accessibility of education. It should also be noted that the top twenty leaders usually remain unchanged. These are universities in the United States and Great Britain. In the future, the position of one or another university may change on who and how the rating was formed, and it's possible to ensure positive dynamics for universities in lower positions. Further, according to this rating, a university can be called an educational institution that has a base for basic and natural scientific research, which has many faculties, some of which are represented by the study of basic and applied sciences.

The world's leading universities (e.g., Harvard University and Stanford University) have a very wide range of faculties, most of which are science faculties such as biology, medicine, engineering, and earth sciences. The rest of the more narrowly specialized higher education institutions belong to the college level, where a standard classical bachelor's education is given, aimed at acquiring a certain profession. The difference is that colleges have a clear focus and do not conduct scientific activities.

If we talk about such a generally accepted world scale, in Ukraine no more than 16 higher education institutions can be referred to universities, the rest should be classified as colleges or institutes, and have a lower level of accreditation (Ukraine's largest universities, 2022). Therefore, the number of competing educational institutions is decreasing. This is where the myth about the low quality of higher education in Ukraine partially derives from. Thus, the first step in reorganizing higher education in Ukraine and making it attractive from the point of view of foreign consumers is a clear distribution of roles: studying at a classical university, studying at a lower-ranked institution, college, high school and the like.

The majority of educational tourists come for quality classical education (it is possible to get a profession in your home country), and this is possible in most cases only at the level of education in quality classical universities. Let us analyze the situation at this level.

So in 2020-2021 a survey was conducted among foreign students (V.N. Karazin Kharkiv National University) to find out what was the primary factor in choosing to study in Ukraine. It was possible to choose several criteria at the same time. The results showed that for 60% of surveyed students the price of education was important, but it, according to them, wasn't extremely high; 45% - the possibility to recognize diploma at home without any problem; 44% - getting a competitive profession; 40% - the desire to study in one of the European countries; 15% pointed to the fact that in Ukraine, or this city or this university studied acquaintances.

Now let's look at the dynamics of changes in the number of foreign students, as well as their composition. So, in the pre-war years the number of foreign students was constantly increasing. There are such countries as India, Morocco, Turkey, China, African countries and post-Soviet Asia, more leading countries by territory of residence, residents from more developed countries are not present. In terms of popularity of universities, these are either medical universities in major Ukrainian cities or classical universities; popular engineering and agrarian universities are also possible.

More than 50% of students chose medical specialties, followed by IT, engineering and agricultural specialties. It is also interesting to note the answer to the question about why Ukraine was chosen for study rather than any European country. The answers were approximately equally divided: part of the students (about 50%) pointed to the economic attractiveness of studying, the second part pointed to the fact that their level of knowledge was not enough to enter more prestigious universities in Europe. As to how students assess the current situation while studying at university, the answers were distributed as follows: 20% don't regret their choice; 25% noted the presence of corruption in universities; 35% responded that there isn't enough practical component in university education or consider the research base to be not good enough, the rest of the respondents emphasized the lack of theoretical component. It should be noted that there is an opinion that by attracting foreigners from underdeveloped countries, Ukraine loses its contingent that goes to study abroad. Let us also to stay at this point of view. If we are talking about classical universities, according to statistics, the number of Ukrainian applicants didn't fall, but only grew.

For example, V. N. Karazin Kharkiv National University received about 19.000 applications in 2018, in 2020 about 27.000, in 2021 also about 27.000.

The statistics of Ukrainians studying abroad was as follows: for example, at Humbolt University (Germany, Berlin) were studying about 200 Ukrainians, according to the data of 2022 included all directions and courses of study. There isn't such kind of information on leading British and American universities, but the number of students studying there is quite small due to not only high requirements, but also the high cost of education. The situation with the outflow of Ukrainian applicants can be described as follows: the majority of students didn't study at leading universities, but were guided only by the principle of prestige of studying abroad, and their choice is focused only to belong to studying process on foreign countries from the beginning.

The next positive point in favor of educational tourism is the method of process control, and very simple tracking of dynamics. Thus, the control of other tourist destinations is quite difficult. Those models that exist in some countries and perfectly describe the tourism market are absolutely unacceptable in other countries. The reason is that the basis of tourism is primarily the human factor, and it can be diametrically different in geographically neighboring countries.

Here are some examples. Thus, the method is of counting entries and exits is one of the well-known methods of monitoring in tourism. But this method is good only for such locally located countries as America, where this process is quite easy to track. But for Europe it doesn't really work due to the lack of control at the borders between the countries.

In the case of post-war Ukraine, it will not absolutely work, because the percentage of movements which not related to tourist purposes will be quite high for a long time, and Ukraine itself is not an exotic enough country to provide a high percentage of travelers in terms of conventional tourism. Another well-known method that allows you to register the number of tourisms is the banking method. This is the registration by check of payments for hotels, planes, trains and others.

On the one hand, it is clearly applicable where the method of recording entries and departures doesn't work, but, for example, hotel reservations may be made twice by the same person, and hotel check-in itself doesn't give an indication of the purpose of the visit. In this case, we again face the fact that the data themselves, methods of their selection and further processing it is advisable to select not only for the country or region of the study, but also for the tourist destination. In the case of educational tourism, the methods of control are quite simple – it is the number of students who study at universities in Ukraine. This is also a great advantage for constant monitoring of the current situation.

In addition, despite all the difficulties, Ukraine still has a sufficient scientific base to restore the prestige of its higher education and has opportunities not only to earn money, but also to further develop its scientific and technical potential by

attracting new human resources. And this is confirmed by the fact that despite the military actions, Ukraine hasn't lost all foreign students, and for the period of 2023 in Ukraine studied about 51.000 foreigners, which is lower by 30.000 than in 2021 (Bondar, 2021). Let's evaluate the possibilities of Ukrainian education in the framework of modernity.

Let's take a tripartite model from the state, the university and the student. The state should provide strong support to those universities that have scientific schools, research bases, can teach in demanded specialties and provide training in many areas. This is especially important in the post-war period, because universities will not be able to overcome the financial problems that have arisen as a result of this situation on their own at first. However, such support should decrease in time, and universities should move to self-financing and self-sufficiency by increasing their own resources.

In order to move to self-sufficiency, the following factor should be developed in parallel: presenting and promotion of the university itself as an indicator of its prestige. So, the university isn't only a place where students study and all in its modern concept, it is a whole scientific complex, which includes research work, implementation of various projects, government and commercial orders. But advertising through people who studied in this institution or studies is more rapid, the same refers to the students of this institution more rapid in time scale. For example, prestige to belong to study at Harvard University is one of the main criteria (42%) for choosing its, and as result about 25% of students are foreigners (Vedorova, 2017).

Every country approach to increase the number of foreign students, making the conditions of education more and more attractive, realizing that this will lead not only to direct monetary benefits. For example, a significant increase in the number of foreign students in German universities in 2023 has led to the possibility of introducing additional financial charges in addition to direct payment for study, and on other way the increase in the number of foreigners is an excellent advertisement for the university itself (Students from all over the world choose Germany, 2023).

What can offer Ukrainian higher education in the way "here and now" to be able to compete with the more promoted Western universities? Thus, there are natural factors that make Ukrainian education attractive: financial accessibility, European location of the country, relatively inexpensive living, quite convenient and comfortable infrastructure of cities where large universities are located, good climate, safety, tolerance to other cultures on the part of Ukrainians. Despite these facts are obvious to many people, they are very important for others and plays a very important role.

Another fact is also interesting. As a result of military actions many Ukrainian students have realized their dream: studying abroad, and here we can show some very interesting observations and conclusions. So, among 215 students of the 1st course of

V. N. Karazin KNU live and study abroad about 20%. Almost all of them want to continue to combine two studies, only about 5% want to stay at the end of the 1st course of study to study only in European universities, and don't continue studying in Ukraine

Several reasons were given for this. Thus, it is easier to study in Ukraine because:

- there is a higher tolerance in learning (i.e. communication between teacher and student is easier;
- it is much easier to “catch the teacher” to solve some problem in Ukraine than abroad;
- more clear structure of the curriculum. Thus, abroad in many universities a student has the opportunity to vary courses in subjects for several years, which leads to confusion;
- cheaper living and better organized living conditions. Many university campuses in Europe are overcrowded, some universities don't have or give hostels;
- expectations often don't coincide with reality: studying is hard, the level of training is not always high enough, and the very structure of presentation of material, designations, formulations are different from those in Ukraine;
- a large amount of independent work.

Among the positive aspects of European education there is a very clear connection with practical application; rather strict requirements, learning in a new multicultural environment, gaining international experience. The teachers as representatives of scientific schools are very important factor of university. It is necessary to maximize academic mobility of teachers. And this should be done directly by the higher education institution, since not all teachers can independently establish contacts at the level of “university-university”. In addition, the number of teachers who are within the university walls and those who are currently on internships should be a predictable and regulated number due to the fact that study is a continuous process. The internal factor of academic mobility of teachers is to ensure the possibility of quality and free foreign language training within the walls of the university for teachers.

Let's summarize the results. Thus, the conducted survey among teachers (specify universities) showed that about 85% of university teachers don't know a foreign language at the level of free teaching. Of them 78% would like to learn a language, but this is hindered by the following factors: lack of financial opportunity for about 50% of respondents, quite a large number of them see the problem in the fact that it is difficult for them to coordinate their working hours with the courses, if they are held outside the university.

A significant part of respondents also noted a significant factor (38% of respondents) that they would like to study a language, but in their work they prefer to

use their native language, as the use of a foreign language in work adds significant difficulties in preparation, but isn't motivated in any way by the employer.

The survey about internships showed the following. Almost all university employees would like to undergo internships. As for the period of time 85% indicated the desired period from 3 to 6 months, only 8% of respondents expressed a wish for about a year, motivated by the inability to leave home for a long time due to family circumstances. An important issue is the financing and encouragement of employees in order to attract the best teachers and scientists. Thus, in leading universities, funding comes not only from the budget fund, or the fund of contract payment by students, but also profits from the university's investment funds (Bakhina, 2020)

It's necessary to talk shortly about such kind of aspect as the increasing of the number of high demanded "international" professions, such as: IT-sector, engineering, construction, natural sciences. Since in this way a double effect can be achieved. Firstly, domestic students understand that in this case it is much easier for them to get a job, technical diplomas are recognized easier, and with such kind of education is easier to get access to international work. Second, due to the cheap labor force, many campaigns can open branches in Ukraine, and thus another important aspect is realized: the inflow or retention of labor force in Ukraine. One should not forget about external advertising. It can also be different. This is advertising through the qualifications of teachers themselves, advertising of research schools, etc.

Conclusions. Thus, what can be provided quite quickly at the first stages of functioning of universities to ensure for teacher's career growth, the formation of scientific contacts through the exchange of experience, by contracting with foreign universities and firms. As mentioned above, some students see a disadvantage in the fact that universities provide little practical knowledge. Unfortunately, in the realities of post-war Ukraine it will not be easy to realize this, because it is necessary to provide a link between education and business and industry, which can't be restored quickly.

The easiest way to do this is in contact with international companies, this again requires an increase in teacher mobility, an increase in international contacts, an increase in the number of teachers with foreign language skills, thus we can see that there is a multiplier effect between many of the main parameters.

Another of the "useful" directions can be the increasing of the number of demanded "international" professions, such as: IT-sector, engineering, construction, natural sciences. Since this way a double effect can be achieved: firstly, students realize that in this case it is much easier for them to get a job, so in essence, they get access to international work. Secondly, due to the cheap labor force, many companies can open branches in Ukraine, and thus another important aspect is realized: the inflow or retention of labor force in Ukraine.

REFERENCES

1. Ukraine's Finance Ministry: War damage has already amounted to 500 billion dollars "Zerkalo" (2022). URL: <https://news.zerkalo.io/world/11268.html?c>
2. World countries with the largest share of tourism in the economy. (2022). URL: <https://nonews.co/directory/lists/countries/international-tourism>
3. Foreign tourists left 14 billion dollars in Ukraine in 2019 (2021). URL: <https://minfin.com.ua/2020/06/01/46399442/>
4. Over 4 million tourists visited Ukraine in the previous year (2022). URL: <https://minfin.com.ua/2022/01/22/79640488/>
5. Bondar, M. (2021). How many foreign students study in Ukraine? And why they choose Ukraine. URL: https://24tv.ua/education/ru/skolko-inostrannyh-studentov-uchitsja-ukraine-ukraina-novosti_n1703867
6. Ukraine's largest universities. (2022). URL: <http://123mi.ru/articles/Krupneyshie-universitety-Ukrainy.php>
7. Vedorova, I. (2017). Harvard University. "Partner" №10. URL: <https://www.partner-inform.de/partner/detail/2015/10/206/7662/kto-oni-studenty-luchshego-universiteta-mira?lang=ru>
8. Students from all over the world choose Germany (2023). URL: <https://www.edystudy.com/novosti/studenty-vybirayut-germaniyu>
9. Bakhina, O. (2020). Stocks, startups. real estate. Where Harvard Yale, Stanford and other foreign universities invest URL: <https://vc.ru/finance/155898-akcii-startapy-nedvizhimost-kuda-investiruyut-garvard-yel-stanford-i-drugie-zarubezhnye-univ>

ОСВІТНІЙ ТУРИЗМ ЯК ОДНА З МОЖЛИВОСТЕЙ ПІСЛЯВОЄННОЇ ВІДБУДОВИ УКРАЇНИ

Тетяна Сілічова

кандидат педагогічних наук,
доцент кафедри вищої математики та економіко-математичних методів
Харківський національний університет ім. В. Каразіна
Харків, Україна
ORCID ID 0000-0001-5003-2711
tas.20.05.72@gmail.com

Анотація. У статті розглянуто одне із найактуальніших питань: питання післявоєнного відновлення країни. Показано, що одним із найзручніших, менш затратних засобів у порівнянні із індустріалізацією, та промисловим розвитком економіки є розвиток освітнього туризму.

Проведено короткий аналіз розвитку загального туризму в світовому просторі, його впливу на розвиток економіки країн. Показано, що саме розвиток туристичного напрямку сприяє швидкому розвитку і інших дуже важливих напрямів економічного зростання країни. Доведено, що не зважаючи на всі недоліки та складнощі, що є наслідком воєнної агресії, Україна має потужний науковий потенціал, що є конкурентоспроможним у порівнянні із європейською освітою, та розвиток вищої освіти її подальше конкурування звісно вимагає значних перетворень та вкладення коштів, однак це є значно меншим у порівнянні із індустріальним відновленням економічного потенціалу України.

Ключові слова: вища освіта; математика; предмет; спеціаліст; фах; університет.

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

1. Мінфін України: Шкода від війни вже склала 500 млрд. доларів. «Дзеркало» (2022). URL: <https://news.zerkalo.io/world/11268.html?c>
2. Країни світу із найбільшою долею туризму в економіці (2022). URL: <https://nonews.co/directory/lists/countries/international-tourism>
3. В 2019 році іноземні туристи залишили в Україні 1, 4 мл. доларів (2021). URL: <https://minfin.com.ua/2020/06/01/46399442/>
4. За попередній рік Україну відвідало більш ніж 4 млн. туристів (2022). URL: <https://minfin.com.ua/2022/01/22/79640488/>
5. Бондар, М. (2021). Скільки іноземних студентів навчаються в Україні. Чому вони обирають наші навчальні заклади. URL: https://24tv.ua/education/ru/skolko-inostrannyh-studentov-uchitsja-ukraine-ukraina-novosti_n1703867
6. Найвагомші університети України (2022). URL: <http://123mi.ru/articles/Krupneyshie-universitety-Ukrainy.php>
7. Федорова, І. (2017). Гарвардський університет, «Партнер» №10. URL: <https://www.partner-inform.de/partner/detail/2015/10/206/7662/kto-oni-studenty-luchshego-universiteta-mira?lang=ua>
8. Студенти із всього світу обирають Німеччину (2023). URL <https://www.edystudy.com/novosti/studenty-vybirayut-germaniyu>
9. Бакхіна, О. (2020). Акції, стартапи, нерухомість: куди інвестують Гарвард, Йель, Стенфорд та інші іноземні університети URL <https://vc.ua/finance/155898-akcii-startapy-nedvizhimost-kuda-investiruyut-garvard-yel-stenford-i-drugie-zarubezhnye-univ>

Матеріали надійшли до редакції
11.04.2024 р.