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EDUCATIONAL TECHNOLOGIES IN TOURISM

The relevance of research. For a long time, international tourism has been one of the fastest growing sectors of the world economy. In the 21st century, tourism has also become an effective tool for understanding the world around and intercultural dialogue. The desire, combining recreation and education, to broaden your horizons, plunging yourself into the whirlpool of life in other countries and regions of the world, to increase your social mobility and professional versatility are becoming the main motivation for a new generation of tourists.

Analysis of research on this issue. Leading domestic and foreign scientists pay much attention to monitoring the market situation and identifying current trends in the development of the world tourism market. In particular, trends in the expansion of the cognitive function of tourism and an increase in demand for educational travel are noted in the works of A.A. Lyubitsev, A.A. Beydik, V.F.Kifyak, E.M. Ilyina, A.Yu. Aleksandrova, V.Kvartalny. A., Zorina I.V. The motivational aspects of educational travel are highlighted in the research on andragogy, in particular in the works of I.A. Kolesnikova.

Abroad, the main direction of research in this area is to identify the technological features of the organization of educational tours and analyze the trend in understanding tourism as a specific form of education. It is being developed by Brent W. Ritchie, Neil Carr, Christopher P. Cooper, who proposed an interesting collective monograph "Managing educational tourism", which discloses various aspects of interaction between the tourism business and educational institutions, analyzes regional features

and reasonably promising directions for the development of educational tourism in the XXI century. In Kazakhstan, such studies have not yet been carried out.

Formulation of the problem. This article is an attempt to concretize the content of the concept of "educational tourism", to reveal the features of its modern development, to reveal the trends of the educational tours market in the world and in Kazakhstan.

Presentation of the main content of the research. Modern tourism is defined as a social phenomenon, the essence of which is self-improvement in the process of mastering cultural and natural diversity during recreation and leisure. Acquaintance with nature, cultural heritage and traditions of different peoples during tourist travel is an important factor in ensuring peace and preserving life on our planet. This understanding of tourism emphasizes the importance of its educational, environmental and cultural functions and emphasizes its role in the formation of a full-fledged harmoniously developed personality. These tasks are most fully implemented in the framework of educational tourism [1].

Educational tourism is a trip during which a tourist combines rest and study: attends classes, carries out excursions in order to expand horizons, satisfy curiosity and achieve other cognitive goals. A distinctive feature of educational tourism is that it contributes to the formation of social mobility, professional versatility, self-education skills, and stimulates intellectual development.

In the Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II "On tourist activities in the Republic of Kazakhstan" (with amendments and additions as of 28.12.2018), the concept of "educational tourism" is absent, despite the fact that the terms "tourism" and "education" (the Law of the Republic of Kazakhstan "On Education" with amendments and additions as of 21.02.2019) are defined.

1. Tourism - travel of individuals lasting from 24 hours to one year or less than 24 hours, but with an overnight stay for purposes not related to paid activities in the country (place) of temporary stay.

2. Education is a continuous process of upbringing and training, carried out for the purpose of moral, intellectual, cultural, physical development and the formation of professional competence.

On the basis of the analysis carried out, it is advisable to give the author's definition of the concept: "Educational tourism is trips made by residents of one country to the territory of another in order to gain new knowledge and training, the result of which is the receipt of a supporting document - a certificate, diploma, etc., without paid types of detail and stay at the place of stay for more than 24 hours. "

It is important to highlight the factors that contribute to the active development of educational tourism in the world and Kazakhstan, among them:

- accelerating the process of merging science, education and production, and, as a result, training specialists of a new formation on the basis of international educational programs;

- processes of strengthening international cooperation in science, manifested in the implementation of joint scientific research and development;

- creation of international scientific and educational structures, contributing to the growth of scientific knowledge;

- active work of UNESCO in the field of organizing advanced research in the field of education, training, science and culture, as well as work in the field of adopting international acts and recommendations in the field of international educational tourism;

- active development of the programs "Erasmus +" (Erasmus +), DAAD, W. Fulbright's programs, which contribute to the academic mobility of students, faculty, scientific personnel.

Among the most important prerequisites that determine the circumstances of the development of educational tourism, we currently highlight the following.

- Liberalization of the sphere of international relations and compression of geographic space due to progress in transport determine the growth of human mobility, revealing the possibilities of natural diversity and the cultural heritage of human civilization.

- Globalization of the world information space contributes to an increase in the amount of information available for assimilation by a modern person, creating a fertile ground for self-development.

- The establishment of the English language as the language of international communication has made it possible to dramatically increase the communicativeness of modern civilization. Knowledge of the English language today is a prerequisite for self-development and a successful career.

- The spread of mass culture and the unification of the requirements of professional skills open up opportunities for a modern person to be realized in any country in the world. The desire to get the best education and constantly expand their knowledge is especially relevant for residents of developing countries and post-socialist states in the light of the "brain sucking" policy pursued by developed countries.

- Intensification of lifestyle forces us to use time as efficiently as possible, stimulating the practice of a combination of relaxation and learning.

Currently, there are about a dozen large educational agencies that send students abroad in the Kazakhstani tourism market. But, unfortunately, official statistics do not provide information about them, which does not allow us to estimate the annual flow of children who travel abroad to study and receive education. It is also difficult to single out the most popular destinations. But, based on the products offered on the official websites of travel companies, including those specializing in educational tourism, it can be noted that mainly Kazakhstanis go to Europe (England, Czech Republic, Germany, Poland), as well as to Malaysia. In the latter, most often to improve knowledge of the English language and prepare for passing international language exams - IELTS, TOEFL, GRE, etc. (Table 1). Typically, large companies offer potential students and their parents package tours and group programs that offer a different set of services and, accordingly, prices; have a wide range of partners, since foreign schools and universities are more willing to conclude contracts with them, ensuring an inflow of profits, and quality educational services for clients.

Table 1

Data on the services offered in the field of international educational tourism for residents of the Republic of Kazakhstan

Name of organization / travel company, agency	Nature of the service offered	Direction	Training period	average cost
Network of travel agencies "Chemodan"	Summer program for children in Bristol (England), Toronto (Canada)	Intensive English study (20 hours per week), excursions and a variety of sports activities	3 weeks	3500 USD USA
	Summer program for children in Toronto (Canada) + New York (USA)	Intensive English study (15 hours a week), a variety of sports activities, a four-day excursion to New York	25 days	3800 USD USA
Travel company "Ideal Option"	Educational tours to Malta, to the UK, on about. Cyprus	Learning English in international groups; excursion and entertainment program	2-3 weeks	From 545 to 1000 dollars USA
Travel company "Arti Belon"	Language courses in the UK and Singapore; Spanish language programs in Barcelona	Language training and excursion and entertainment program. In the UK, preparation is carried out according to the EFL system, there is preparation for IELTS	United Kingdom - from 2 weeks Spain - from 1 week Singapore - 2 semesters	From 990 USD USA From 590 USD USA From 3990 USD USA
Tourist company "Helios"	Double Degree Programs Czech Republic + Canada, Czech Republic + USA	Obtaining a bachelor's degree and two specializations	3-4 g.	From 6500 euros
	English holidays in Prague	Intensive study of a foreign language	From 8 days	From 530 euros

Oasis 1 Campaign	Great Britain	Intensive study of English	Determined at the request of the client	From 1900 euros
Compiled from source [2]				

As can be seen from Table 1, children and their parents, young people are offered a variety of educational programs both during the summer holidays and for a longer period of study - from one semester to complete higher or postgraduate education (we are talking about master's and doctoral programs / graduate school).

Agencies, as a rule, provide a full range of services - consulting on the choice of an educational institution, a program of interest (depending on age, interests, intensity of classes, budget), visa support, accommodation services, meals, transportation of a client from the place of permanent residence to the place of receipt educational services.

Every year the world market of language courses is growing by 2 million people, and the most popular language for learning is still English, which is no exception, as mentioned above, for Kazakhstanis. A language course today is both an opportunity to see the world, and an element of intercultural communication, and an exchange of experience, and directly the very study and education. An interesting trend that has recently been manifested is that adults and already established people who want to improve their professional level, acquire new skills, knowledge, improve their knowledge of foreign languages are interested in educational tourism, and all this through the prism of travel, impressions, contemplation of attractions and immersion in local culture.

Summing up all of the above, it can be noted that in modern realities, the development of educational tourism in Kazakhstan is influenced by globalization and internationalization, the popularization of international educational programs, the development and active use of the opportunities of the unique educational scholarship "Bolashak", aimed at training specialists of a new formation for different branches of the national economy. Today, an increasing number of Kazakhstani universities are developing educational programs that may be of interest to the international academic

community; Kazakhstani scientists, together with foreign colleagues, conduct joint research with a high degree of scientific novelty and relevance, especially in the context of economic restructuring and the transition to the Fourth Industrial Revolution.

List of references:

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<https://core.ac.uk/download/pdf/296365383.pdf>
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