Summary

Subject matter: International educational tourism as a strategic area of business of «PSLU-TourService».

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Information about customer organization: student agency «PSLU-TourService» in Pyatigorsk.

Topicality of the research:

International economic relations undertaken in the light of current globalization have led to rapid increasing popularity of educational tourism industry. More and more travel agencies offer educational travel packages including intercultural activities, excursions and an educational component by itself. The number of those mixing business with pleasure has increased more than twice. Educational tours are particularly popular among pupils and young people.

The popularity of international educational tourism has increased in Russia also. Our country takes the 9th position in the global educational tourism popularity rating. America, Europe and Asia offer Russians a wide range of teaching styles from which both students and skilled specialists can choose an appropriate educational program, the rather that its cost is being brought into proximity with the cost of an ordinary tour. While America is famous for its high-quality hands-on technologies, Europe presents fundamental classical approaches perfectly well.

International educational tourism is estimated by many experts as one of the leading and the most promising sub-branches of tourism. Year after year the range of its services becomes richer and richer: from language trips, training programs and academic courses on different subjects on out to complete university education in Great Britain, the USA, Canada, Australia, Switzerland and other countries. Language trips are no doubt in the lead. Their popularity can be referred to the high level of efficiency: 100 % access to the language and culture breaks the
notorious language barrier that Russian children can’t overcome at schools for years.

So competitive economy of international educational tourism enforces each travel company to find new decisions in this market, become a strategist and tactician when involving in the business and build the policy on strong goals. Working out an international educational tourism development strategy can open up new prospects for «PSLU-TourService», give it stability on the market, expand the field of activity and significantly raise the competitiveness in future.

**Objective of the research** is to reveal all potentialities of «PSLU-TourService» and offer the agency specific measures to advance by means of an international educational tourism development strategy.

**Tasks of the research are:**
- to discover essential features of the notion “international educational tourism”;  
- to describe stages of formation of international educational tourism and its current geography;  
- to learn the structure of international educational tourism and its current developments in Russia;  
- to study the notion of strategic planning and its main stages;  
- to describe strategies in organizations and their kinds;  
- to reveal specifics of strategic planning in the sphere of international tourism;  
- to describe the current situation of «PSLU-TourService» and its main areas of work;  
- to analyse the work of «PSLU-TourService» in the light of prospects of international educational tourism;  
- to identify mistakes of the travel agency, ways of their correction and work out an international educational tourism development strategy for «PSLU-TourService».  

Theoretical and practical significance. Theoretical and practical significance consists in scientific proof of the problem of strategic planning in travel business and formation of total conception of international educational tourism, that extends the research on this issue. Practice guidelines can be used by the company management when working out a strategy of long-term development and in the course of improvement of international activity under present-day conditions. The basic conclusions and practice guidelines can be used in further theoretical and practical researches of international educational tourism development, included in the content of academic courses in global economy and tourism, and also can be used by scientists and postgraduate students, doing research of international educational tourism development problems and its impact on travel agencies.

Results of the research are:

International educational tourism we have defined as a temporary movement of people from the resident place to another place for receiving education or professional development without activities remunerated from within the place visited. Educational tours abroad give an opportunity to learn other cultures, get an absolute access to the language, raise the education of your country up to world standards and open up prospects of self-determination and self-development. Education abroad attracts pupils and students, professionals and businessmen, those who try to reach new frontiers and bring their business to the international level.

While international educational tourism is gradually turning into the most high growth, competitive and highly remunerative sector of business, the number of travel agencies offering educational travel packages is growing, and these agencies focus on the customer's needs first of all.

It’s strategic planning that helps modern companies to maintain the high level of production and competitiveness on the global tourism market. In practice companies, which exercise integrated strategic planning and management, succeed more and receive a significantly higher profit. Strategic planning is directed at the
adaptation to outside changes, revision of long-term guidelines, prediction of future problems and turning new opportunities to advantages.

Having analysed the work of «PSLU-TourService», we can make conclusion that it has no strategic planning, that’s why the company doesn’t use its inner potential completely, has no advance и and doesn’t develop new levels of the market. When offering educational travel packages, companies must focus on regular customers and their demands. Careful analysis of prospective customers of «PSLU-TourService», t.a. students of FSBEI HPE «PSLU» has afforded to work out an effective development strategy for «PSLU-TourService», offer tours that will be in demand and save the market niche of international educational tourism. Working out an international educational tourism development strategy can become one of the tools of successful long-term management for «PSLU-TourService» that will provide for its stable competitiveness, will help to define the customers’ demands, acquire a new source of profit and strengthen the financial situation of the agency.

**Recommendations.**

On the basis of the carried out analysis of the work of «PSLU-TourService» in the sphere of international educational tourism we can offer the following recommendations of its improvement:

- to create, seize and save the market niche of the agency with the help of a competitive strategy of long-term outlook,
- to work out perspective areas of international educational tourism in «PSLU-TourService» taking into account different target groups and price brackets,
- to lead an active marketing policy,
- to raise the level of personnel’s skills,
- to create a website,
- to maintain a good image of the company.

We tried to give perfect and full recommendations that will afford the student agency «PSLU-TourService» to strengthen its position on the market of international educational tourism, increase competitiveness and production efficiency.