

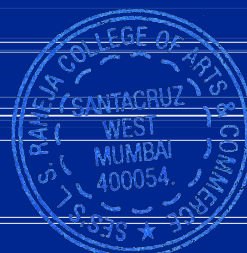
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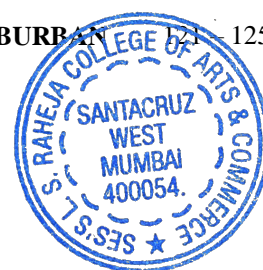
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EDUCATIONAL TOURISM - NEED OF AN HOUR**Mehul Barai**

Assistant Professor, L. S. Raheja College, Mumbai

ABSTRACT

As we can see and feel that due to busy schedule of an individual, they are not able to learn new things. In order to survive in competitive environment, we have to update ourselves for e.g.: A doctor is available in clinic for 2 hours in morning and 2 hours in evening a day, so everyone feels that they are free in leisure time but that is not true, they keep on updating by attending seminars or visit to a company. As a professor even we keep on updating on course through industrial visit or educational trip. We as an individual always have the thirst for more and more knowledge, therefore there is a growth of educational tourism. Educational tourism assists an individual or group to acquire knowledge with fun. Through this paper I would like to conclude that tourism industry should have tie up with various stakeholders of the society in order to make educational tourism economical with good quality service for each age group people.

**RESEARCH OBJECTIVE**

- Need for professionalism in tourism industry
- Need for educational tourism
- Challenges in educational tourism

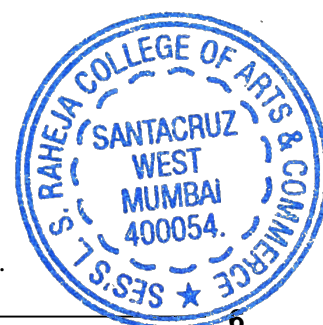
INTRODUCTION

Educational tourism is an activity where each individual can learn with fun. I personally feel travel starts as soon as a born baby is taken from hospital to home. Small kids when taken in arms during evening walk, keep on observing and recognizing colour, objects, climate etc., here starts educational tourism. You will be amazed to see a kid's smiley face during evening walk though you walk on same path, you see the same things, you meet the same people, you eat the same food etc. The reason behind kid's happiness is their quest for new objects and to have innovative approach towards old objects.

You all might be wondering why I am associating kids learning with education tourism because I want you all to understand that a small kid is learning how to walk, still they prefer to be out of home every day to learn something new.

So, why we have industrial visit, school trip or tours etc. once or twice in a year.

Educational tourism is a broader concept which includes various educational tours with different age groups e.g. school trips, school tours, industrial visit, conference, seminar outside office premises or any religious tours



METHODOLOGY OF THE STUDY

The present study is based on qualitative and quantitative data. The qualitative data is collected through the sampling from the respondents. The sample size is 116. The different age group of people including majority students, working and retired are considered as sample for the study.

DATA SOURCES-	PRIMARY DATA	Primary data is collected through survey. Data is collected by using GOOGLE FORMS
	SECONDARY DATA	Secondary data is collected from Google , books and Research papers

LITERATURE REVIEW

Matthew J. Stone and James F. Petrick (AUGUST 27,2013)

This paper reviews the literature on the educational benefits of travel, beginning with the literature on study abroad. Learning outcomes have been found from the travel portion of the study experience, and some research has found that out-of-class experiences were the most impactful portion of study abroad. Personal growth, increase in life skills, and knowledge also result from independent international travel, as well as “objective less” travel. The research primarily has focused on young adults and college students.

Rethinking educational tourism: proposing a new model and future directions by Christine A. Mc Gladdery (2017). This paper argues that this stems from a lack of consensus regarding the nature and scope of educational tourism as a theoretical concept and market segment.

Sinha (2008) in their study made an attempt to evaluate the impact of religious tourism on Gir National Park. The objective of the study was to generate awareness about need of visitors’ management in protected areas like Gir National Park. The author revealed that a large number of religious tourists and wildlife tourists visited the area which leads to problems like overcrowding, non-biodegradable garbage and human waste etc. They also highlighted the disturbances in river system due to bathing and washing of clothes, utensils and vehicles by the pilgrims. The researcher suggested that efforts should be made to protect the flora and fauna in Gir forests by convincing the temple authorities and by educating the pilgrims regarding the above mentioned aspects.

Wichasin (2008) in his study illustrated the relationship between pilgrimage and tourism with the help of Stupa worship. He highlighted that pilgrimage involved three essential steps i.e. journey to the sacred sites, performance of ritual acts and lastly returning home with sense of renewal. Further, tourism shared some similarity with the pilgrimage but also included sightseeing, travelling and visiting different places. The author discussed the model explaining the features of the pilgrims and provided two continuum namely secularism-sacredness and tourism-pilgrimage.

CHALLENGES OF TOURISM IN INDIA**1. Training and Skill Development in tourism sector of India**

As per a study by the Ministry of Tourism, only 50 per cent of the employees in the key functional domains of hotels are fully trained with this statistics reducing to 35 per cent for restaurants and other eating outlets.

2. Safety and Security of Tourists

It holds special significance for India which has been ranked at a low level of 114th amongst global economies on safety and security parameters as per the World Economic Forum’s Travel and Tourism Competitiveness Report 2017.

3. Healthcare for Tourists

There is a significant need for improvement in ensuring sound health of tourists in India especially considering the low rank of 104th for India in terms of health and hygiene standards as compared to world economies.

DATA ANALYSIS AND INTERPRETAION**DATA INTERPRETAION:**

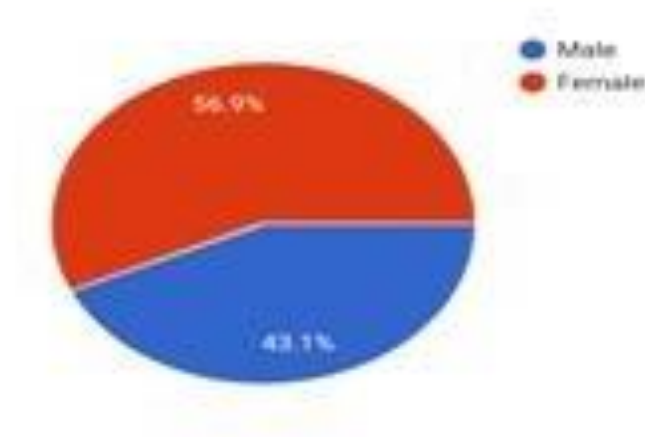
a. 57% i.e. 66 out of 116 are female respondents.

b. 43% i.e. 50 out of 116 are male respondents.



1. Gender

116 responses

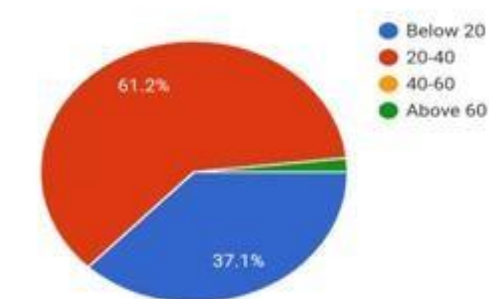


DATA INTERPRETATION

- The age group 20-40 indicates the highest percentage (61.2%) i.e. 71 responses.
- The age group below 20 indicates 37.1% of responses i.e. 43 responses.
- Lastly the combined percentage for age groups 40-60 % above 60 indicates lowest percentage i.e. 1.7% indicates 2.

2. Age (in Years)

116 responses

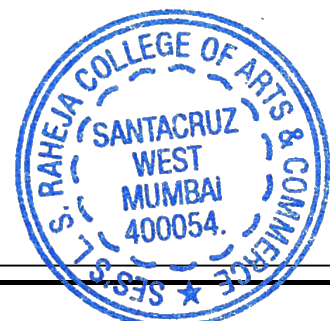
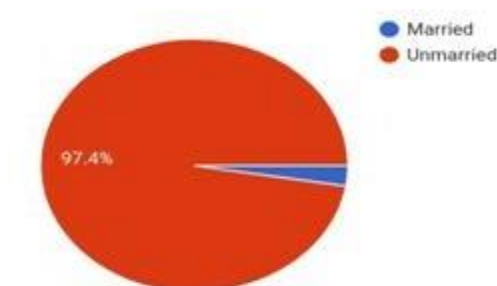


DATA INTERPRETATION

- 112 out of 116 sample size indicates unmarried as marital status i.e., 97.4%.
- Only 4 are married i.e. 2.6%.

3. Marital Status

116 responses

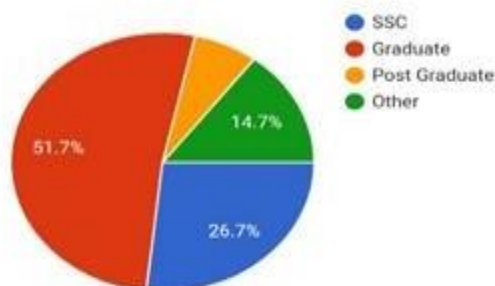


DATA INTERPRETATION

- Out of 116, the highest numbers are of graduates (51.7%) i.e. 60
- The S.S.C degree holders comes next with 26.7% i.e. 31 of the sample size.
- Others and post graduates comes next with 14.7% i.e. 17 & 6.9% i.e. 8.

4. Education Qualification

116 responses

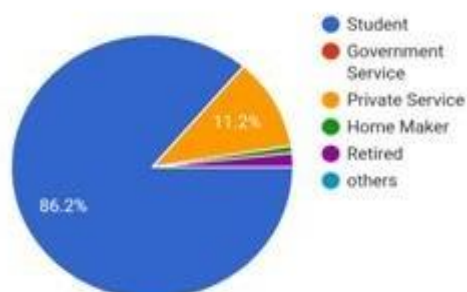


DATA INTERPRETATION

- Out of 116, 100 are students' i.e. 86.2%.
- Private Service indicates 11.2% i.e. 13 responses.
- Combined percentage of home makers and retired indicates 2.6% i.e. 3 out of 116 of the sample size.

5. Occupation

116 responses

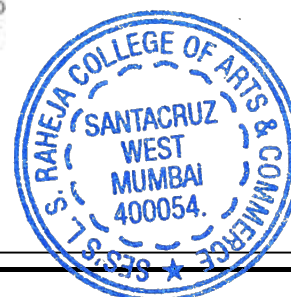
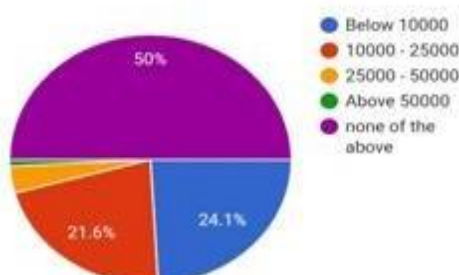


DATA INTERPRETATION

- The highest percentage (50%) are with no income i.e. 58 out of 116 of the sample size.
- Whereas monthly income with categories below 10000 & 10000-25000 are 21.6% and 24.1% i.e. 25 and 28, with total 53 out of 116 of the sample size

6. Monthly Income

116 responses

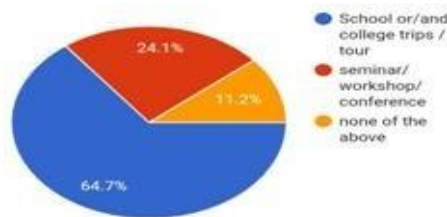


DATA INTERPRETATION

- a. 64.7% of the sample size have attended school trips or /& college trips i.e. 75 out of 116.
- b. 24.1% of the sample size has attended seminars /workshops/conference whereas 11.2% i.e. 13 have attended none.

7. Mention the type of Educational tours attended by you

116 responses

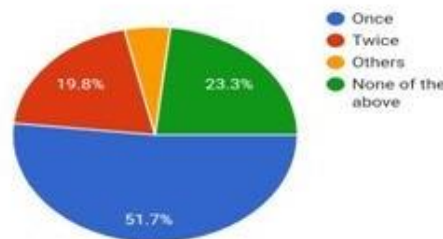


DATA INTERPRETATION

- a. 60 out 116 have been for educational tours once in a year i.e. 51.7%.
- b. 23 out of 116 went twice for educational tours in a year i.e.19.8%.
- c. Others are with 5.2% i.e. more than twice indicate s 6 out of 116 and none with 23.3% i.e. 27 out 116 indicates second highest sample size

8. How many times in a year you have been for Educational tours ?

116 responses

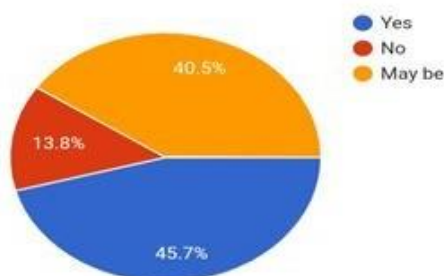


DATA INTERPRETATION

- a. According to 45.7% i.e.53 sample size educational tours are economical.
- b. For 13.8% i.e.16, educational tours are not economical whereas 40.5% case is either or.i.e.47

9. Are Educational tours Economical ?

116 responses



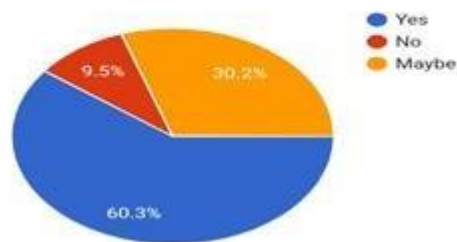
DATA INTERPRETATION

a. 60.3% i.e. 68 out of 116 says educational tours provide quality services whereas for 9.5% i.e. 12, tours do not provide quality service.

b. 30.2% of the sample size are not sure i.e. 36 out of 116

10. Do Educational tours provide quality service ?

116 responses



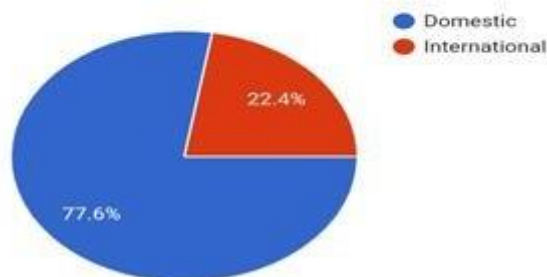
DATA INTERPRETATION

a. Highest percentage are in favour of domestic educational tours (77.6%) as compared to international educational tours (22.4%)

b. So for domestic tours 90 out of 116 are in favour.

11. Mention your Educational tour preference

116 responses



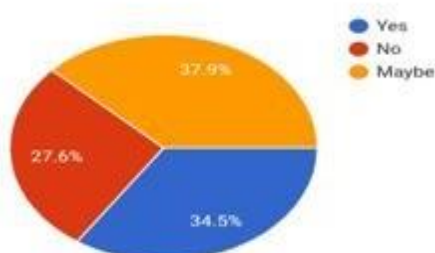
DATA INTERPRETATION

a. Highest sample size says MAY BE i.e. 37.9% indicates 44 are not sure.

b. 34.5% i.e. 40 and 27.6% i.e. 32 are with YES and NO.

12. Do you prefer same educational tour service provider ?

116 responses

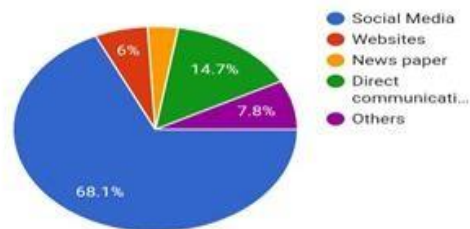


DATA INTERPRETATION

- a. 79 out of 116 of the sample size says promotion can be done through social media i.e. 68.1%.
- b. For Web sites and newspaper, combined percentage is 6% i.e. total 7 out of 116.
- c. For 14.7% i.e. 17, direct communication with client is the better option. Whereas, for 11.2%, other than the mentioned can be applied

13. How can one promote Educational Tourism?

116 responses

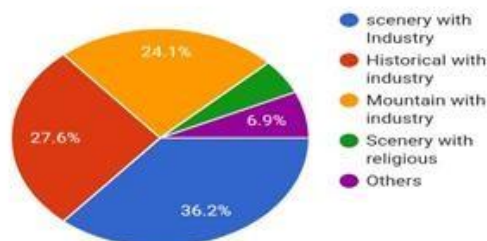


DATA INTERPRETATION

- a. 36.2% i.e. 42 prefers scenery with industry whereas 27.6% i.e. 32 prefers historical with industry as their criteria for selection of place for tour.
- b. Next selected place comes to mountain with industry i.e. 24.1% indicates 28 out of 116.
- c. Others and scenery with religious gets 6.9% & 5.2% i.e. total of 14 out of 116.

14. According to you which places are best for Educational Tourism ?

116 responses

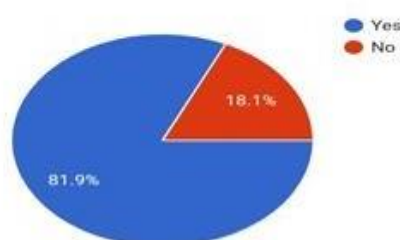


DATA INTERPRETATION

- a. 95 out of 116 i.e. 81.9% believes that-YES, educational tours are meant for well to do family.
- b. 18.1% i.e. 21 out of 116 says –NO

15. Is Educational tours are meant for well to do customer?

116 responses



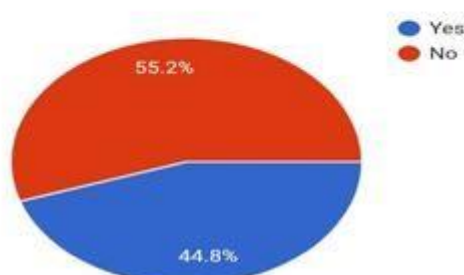
DATA INTERPRETATION

a. 55.2% i.e. 64 out of 116 are with –NO .i.e. according to them government and other stakeholders are not taking any initiative to make educational tour available to all .

b. 44.8% i.e. 52 out of 116 says-YES

16. Are government and other stakeholders of society taking any initiative to make available Educational tourism to all?

116 responses



CONCLUSION

For concluding my paper, I would say that majority of respondents feel that their educational tours are costly with quality services. Respondents are also of an opinion that educational tourism are meant for only well to do customers and very few governments or other stakeholders are taking initiatives to make it available to all. The sector is facing challenges such as lack of good quality tourism.

SUGGESTIONS

Various stakeholders must try to make educational tourism available to majority of the population for e.g. Due to JIO, the rates of data usage to the customer has reduced. Government and private sector should encourage institutions which provides career opportunities in tourism. Which will increase professionalism that will lead to quality service for customers. Educational tour operators should maintain client records and provide customize package so that client will prefer to stick with you.

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