

THE FOREIGN COUNTRIES' EXPERIENCE ON
TOURISM AND YOUTH POLICY

Akhrorova Nilufar Uktamovna,

*Doctoral student of "Silk Road" International
University of Tourism and Cultural Heritage,*

E-mail: n.u.axrorova@buxdu.uz

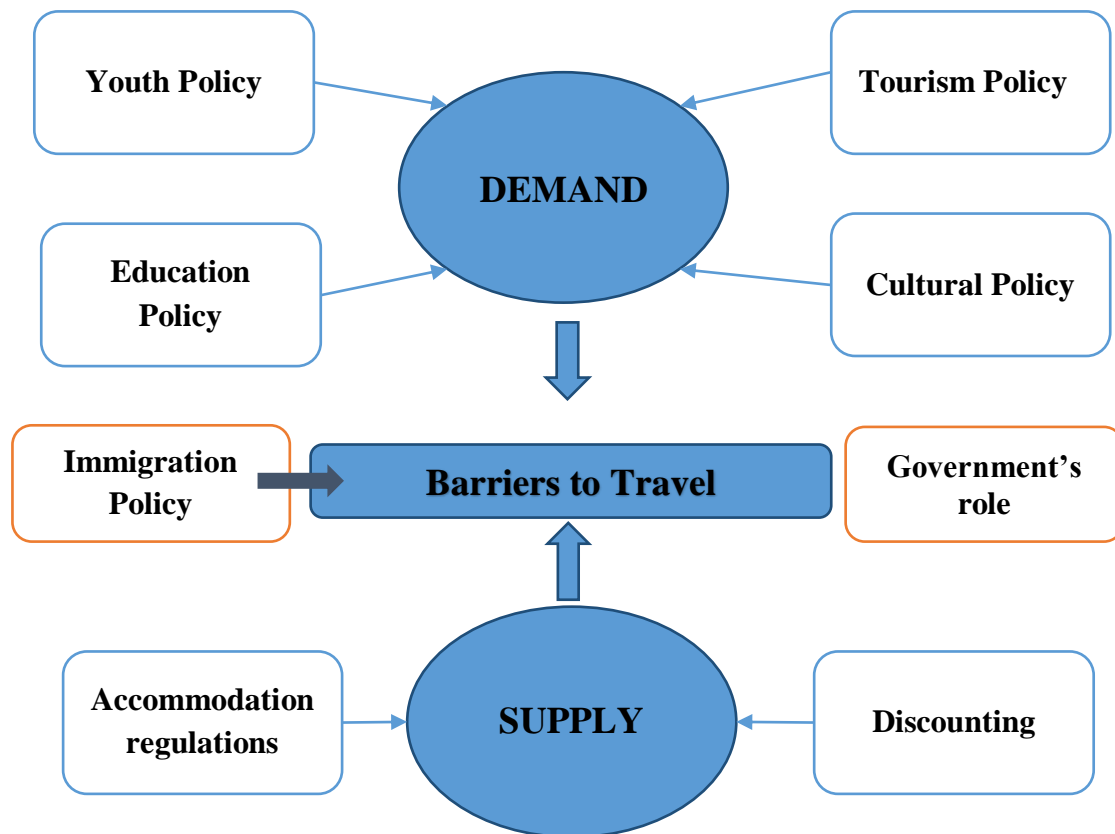
Annotation: Realizing the importance of student and youth tourism, today countries are implementing various programs, political agreements, and government measures to develop this industry. This article provides information about the experience of foreign countries in the development of student and youth travel.

Keywords: student and youth tourism, youth and tourism policy, travel programs.

There are a number of countries which explicitly recognise the policy linkages in the area of youth tourism, education and cultural exchange. For example, Danish youth policy has as its overall objective: 'All young people should be able to enjoy the possibilities of an eventful youth qualifying them for an independent and diversified life as active contributors to the development of society'. A consequence of this is active government encouragement for travel and study abroad. In the year 2016, 4,370 students received grants for an education abroad (in addition to those participating in exchange programmes, such as ERASMUS).¹

Many of the countries questioned in the current study also mentioned the importance of visa policies for student and youth tourism. There are already some signs that student travel and working holidays for young people may be under threat from tightened visa controls in response to global terrorism. For example, Richard Florida, author of the book 'The Creative Class', warns that US visa policies are leading to the flight of creative people to other countries because of the difficulties of obtaining US visas. Some empirical evidence of this is provided by the recent OECD report on education, which notes a slowing of growth in student travel to the country. Recent US proposals requiring all returning citizens to show a valid passport when returning from Mexico or Canada have also been identified as a potential brake on youth tourism by the US student and youth tourism industry.

¹ <https://www.ceicdata.com/en/denmark/tourism-statistics>



Picture 1. The national policy environment for student and youth tourism.

Source: ISTC

In spite of this broad field of influence, relatively few countries have a specific policy for student and youth tourism. As discussed later, the policies that do exist are generally related to promotion and marketing. There are some signs that the number of specific policies relating to student and youth tourism is increasing, however. In Hungary youth tourism is one of the focuses of the National Tourism Master Plan to 2013, and in India the development of youth tourism packages was one of the key tourism objectives included in the 9th Five Year Plan (1997-2002). In Malaysia, student tourism has been included in the Eighth National Development Plan. Tourism is also being included in many National Youth Plans, for example in South Africa and India. The “World Youth Forum of the UN System” (Braga, Portugal) recommended that tourism be among the key areas to be considered when drawing up national youth policies. At present, however, there is still relatively little coordination between tourism and youth policy in most countries.

A number of countries have also developed more flexible student visas which allow young people undertaking full time study to stay for a considerable period of time. In New Zealand, “student immigration policy has evolved to encourage access and provide more flexibility around work opportunities – this positively affects all sectors including language, school level and tertiary students. New Government

initiatives include an expanded international student scholarship programme and more opportunities for post-graduate students”.

The most comprehensive policies relating to student and youth tourism seem to have been developed in Asia where a number of countries see travel as an extension of the education process, and as a means of generating international understanding.

Taiwan has an ‘Action Plan to Promote International Student and Youth Travel in Taiwan’ which aims to:

1) Integrate Taiwan’s ‘high mountains, island scenery, diverse culture, friendly people, and great food’, and create added value, unique attractions for young international travellers in Taiwan and a new tourism image.

2) Release available governmental resources, then use the energies of youth, the advantages of information technology, and the organizational powers of civil society to establish an effective network, and further create a low cost, convenient, safe and sustainable user friendly environment for international youth travel.

3) Integrate the government’s international promotions and comprehensive marketing strategies to actively promote international student and youth travel in Taiwan.

The Philippines has two basic objectives in stimulating youth tourism:

1) To heighten travel movement by the youth

2) To imbibe among the Filipino youth a greater sense of belonging to the country, discipline and concern for the preservation of the country’s national heritage and environment. The program emphasizes the importance of travel as a potent tool for education and value formation.

In Asia, youth travel is therefore often seen as an educational tool for promoting understanding and instilling certain values. In this sense, student and youth tourism are fairly well integrated in these countries.

In Oceania, Australia and New Zealand are more actively involved in promoting youth tourism by developing the backpacker market. Because the development of backpacker tourism has been led largely by the private sector (particularly the providers of hostel accommodation), this represents more free market approach to youth tourism development. In both countries, there has been substantial growth in the backpacker market in recent years.

In many countries the development of youth tourism is left to voluntary associations, rather than the private sector. In Italy, the ‘Centro turistico studentesco e giovanile’ (CTS) is the most important association for this segment. The CTS promotes the youth tourism, also in partnership with international organizations, and offers special products for young people. The CTS has branch offices across Italy and abroad. In addition, the ‘Associazione italiana alberghi per la gioventù’ is specialized in accommodation for young people.

In terms of student travel, national policies are most often linked to educational policy. In recent years many countries have begun to actively promote study opportunities to foreign students in order to generate revenue, particularly for universities.

In Malaysia, under the Eighth Malaysia Plan (2001-2005), student tourism has become a priority development area: In view of the tremendous potential for education tourism and student tourism, greater efforts were made to promote Malaysia as a centre of educational excellence. During the review period, a Committee on Education Tourism was established to spearhead the development of education tourism, which includes marketing and promotion of education as well as the facilitation of administrative procedures for students and parents. Apart from participating in nine educational promotion activities organised by international agencies, Malaysia also conducted a total of 15 exhibitions and road shows in selected countries in the Middle East, Africa and Asia Pacific regions.

In Australia, there has also been a concerted effort to attract students. Students not only travel extensively within Australia, but they also attract friends and relatives to visit them during their stay. A recent study of students in Melbourne, for example, indicated that over half the students were visited for an average of 31 days each (Jarvis and Peel, 2005). This experience has also been repeated in Malaysia, where it is noted the 36,468 foreign students in the country generated ‘additional spinoffs as parents of foreign students took the opportunity to spend their holidays at tourist attractions when visiting their children’.

In some cases, young people are also specifically targeted for working holidays. In Australia, the Working Holiday Maker visa programme is promoted in certain markets including France and the United Kingdom. The number of WHM visas increased from 74,450 in 1999-2000, to 93,760 in 2003-2004. In New Zealand, the number of visas issued for working holidays has also increased dramatically in recent years, and there are plans to increase the range of countries covered by the scheme in future (Newlands, 2005).

In some countries the role of cultural events is very important in the development of youth tourism. When Venezuela hosted the 16th World Youth Festival, 20,000 participants from around the world attended to this festival. This was linked to a series of tours and special tourist products. In Luxemburg 1,000 young visitors were hosted on World Youth Day in 2005. In 2001 an international youth and student festival was held in Algeria, which was attended by thousands of young people from various countries, thereby creating an important flow of tourists. Hungary indicated that ‘Thanks to the increased number of music/cultural and other festivals and the development of low-cost airlines, youth tourism showed significant increase during the last couple of years.’ In Jordan, the Distant Heat event took place in the desert of Wadi

Rum, to promote ‘an alternative party scene in Jordan and to encourage international, as well as local youth tourism’. Julian Noursi, Event Manager for Distant Heat, said: ‘We have so much to offer in Jordan, it’s a unique way to showcase our country with a method that will attract a younger audience. It also demonstrates that Jordan is a safe and peaceful country.’ (www.distantheat.com)

In Latin America, the development of cultural routes is becoming increasingly important for tourism in general, and for student and youth tourism in particular. In Peru the PURIC programme (an indigenous word for ‘walk’) is designed to encourage young people to get to know the country by following the Inca trails that cover the country. Funding for the development of such programmes is distributed by the government to municipalities, who then work with private sector operators to develop the programme. Venezuela has also signed an agreement with the International Student Travel Confederation to develop a student card which will promote tourist routes in the Andean region.

In Belgium, product development is more a concern for the voluntary sector, as youth tourism is considered to be linked closely to social tourism. Voluntary organizations provide accommodation and also develop specific products (itineraries, discount cards) aimed at young visitors.

In the context of student tourism, a number of governments are now actively promoting the development of educational exchange products. For example, plans are being developed by the Qatar Foundation, a Governmental body charged with the development of education in *Tourism Market Trends, 2005 Edition – World Overview & Tourism Topics Qatar*, to attract regional students to Education City, a new centre being developed to deliver courses from five leading American universities.

There are also signs that some governments are beginning to recognise the longer term benefits of attracting students. For example, Canada’s post-graduation work programme now offers graduating foreign students the chance to work for up to two years after their graduation.

Student and youth tourism is a growing market which is becoming increasingly important for many countries. However, there is still relatively little information available on the development of student and youth tourism worldwide and the respective roles and relationships between public, private and not-for-profit organizations active in this field. Anyway most of the development are hands of the government’s policy.

There are many areas in which governments can directly or indirectly influence student and youth tourism. Governments can facilitate travel by young people not only through tourism policy, but also as part of educational or cultural policy. They also have a role in providing youth tourism infrastructure and facilities, most notably through regulation in the area of accommodation. Finally, governments can raise or

lower barriers to travel through their policies on visas.

Some countries are therefore taking steps to ease visa problems for young people, for example by extending visa waivers or lowering visa fees. Japan gives visa waivers or visa fee exemptions for young people from a range of ASEAN countries. Hungary gives a 50 per cent discount on visa fees for young people visiting the country, and Bhutan offers a 25 percent reduction. A number of other countries indicated that they were currently reviewing visa policy to ease application procedures.

REFERENCES

1. Wearing, S., and Neil, J. (2001). Expanding Sustainable Tourism's Conceptualization: Ecotourism, Volunteerism and Serious Leisure. In S.F. McCool and R.N. Moisey, eds. *Tourism, Recreation and Sustainability, Linking Culture and the Environment*, pp.233-255. New York: CABI Publishing.
2. Axrorova, N. (2023). O'zbekistonda yoshlar turizmini rivojlantirish yo'llari. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 33(33).
3. Sayfullayeva M.S. (2023). Turizmning kelajak trendi: barqaror turizmga ehtiyoj. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*.
4. Uktamovna, A. N. (2023). THE DIFFERENCES AND CHARACTERISTICS OF YOUNG TRAVELLERS. *International journal of advanced research in education, technology and management*, 2(5).
5. Akhrorova, N. (2023). THE ROLE OF INTERNATIONAL BUSINESS IN THE DEVELOPMENT OF YOUTH TOURISM AND TRAVEL. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 34(34).
6. Axrorova, N. (2021). The Conceptual Clarifications Of Youth Travel And Tourism In The Case Of Uzbekistan. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 8(8).
7. Ruziyeva, M. (2023). OZBEKISTON TURIZM SANOATIDA TRANSPORT XIZMATINING TUTGAN ORNI VA AHAMIYATI. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 35(35).
8. Omonova, N. R. K., & Djurayeva, N. B. (2021). AN OVERVIEW OF HEALTH TOURISM WITHIN THE CONTEXT OF UZBEKISTAN'S TOURISM STRATEGY. *Oriental renaissance: Innovative, educational, natural and social sciences*, 1(11), 754-759
9. Sayfullayeva M.S. (2023). Methodology of providing a balance between environmental and economical aspects of tourism: sustainable tourism experience. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*. 120-123
10. Zulhaimi, N., Halim, M. S. A., & Zawawi, M. M. A. (2018). The Motives of Volunteerism Involvement in the Tourism Sector. *International Journal of Academic Research in Business and Social Sciences*, 8(6), 290–304.

11. Axrorova, N. (2023). THE ROLE OF GEO INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE DEVELOPMENT OF YOUTH TOURISM. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 33(33).
12. Omonova, N. R., & Isokova, G. S. (2022). The significance of interactive methods in teaching in Higher Education. *Science and Education*, 3(12), 661-666.
13. Ruziyeva, M. (2023). OZBEKISTON TURIZM SANOATIDA TRANSPORT XIZMATINING TUTGAN ORNI VA AHAMIYATI. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 35(35).
14. Julie Jie Wen (2019). The Impact of Volunteer Tourism: Case Study of Meixian Team. *International Journal of Social Sciences*, Vol. VIII(1), pp. 81-94., 10.20472/SS.2019.8.1.007.
15. Akhrorova, N. U. (2022). Swot Analysis in Youth Tourism Development Strategies for Uzbekistan. *American Journal of Economics and Business Management*, 5(12), 26-33.
16. Sayfullayeva, M. S. (2022). Directions for the Practice of Sustainable Tourism for Ecotourism Destinations in Uzbekistan. *American Journal of Economics and Business Management*, 5(12), 98-109.
17. Nilufar, O., & Hamroev, H. R. (2021, March). MEDICAL TOURISM: PROBLEMS AND POTENTIALS OF UZBEKISTAN. In *Euro-Asia Conferences* (Vol. 3, No. 1, pp. 34-37).
18. Chapman David. Director General. WYSE Travel Confederation 18 October 2016 | World Tourism Conference. New Horizons III Exucutive summary, Agobal study of the youth and student traveller. P. 5. 7. Global Report on The Power of Youth Travel. Affiliate members report. Volume thirteen.
19. Axrorova, N. (2023). YOUTH TOURISM AND COVID-19 PANDEMIC. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 33(33).
20. Sayfullayeva M.S. (2023). The efficiency of digitalization in promoting sustainable tourism in Uzbekistan. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). 498-503.