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## EDUCATIONAL TOURISM-A STRATEGY FOR SUSTAINABLE DEVELOPMENT

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### Abstract:

*Tourism has different meanings in different languages and it can be defined in different ways. In Sanskrit 'Paryatan' means leaving ones residence to travel for the sake of seeking knowledge 'Deshatan' is another word which means traveling for economic benefits. 'Tirthatan' is the third equivalent word which means traveling for religious purpose. These three words convey the meaning and concept of tourism more appropriately. Tourism refers to number of specialty travel forms that have emerged over the years. Now tourism has become competitive industry. Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes the culture, such as student exchange programs and study tours, or to work and apply skills learned inside the classroom in a different environment. Educational tourism is a market segment that will not only immediately contribute to tourism development, but is a very worthwhile investment for the future of students who have a positive experience being more likely to return in their adult life. Dharwad is renowned for its scenic beauty and pleasant weather. It is famous educational centre and has two universities namely the Karnataka University and the University of Agricultural sciences. In the present paper an effort has been made to promote educational tourism in Dharwad. The present study focuses on the technical education, higher education, research in agriculture, and also the available facilities for the students those who are coming in search of higher education.*

### KEY WORDS:

Educational tourism, Teaching, Learning, Knowledge, Competence.

### INTRODUCTION

**"Traveling a mile imparts more knowledge than the reading a mile in written words"-  
Chinese proverb.**

Tourism is one of the most promising industries of the present time. Tourism is depending on natural as well as cultural environment. Man's search for food and shelter and his search for things around gave birth to travel. The travel led to Tourism. The role of tourism in the economic, cultural, social and educational fields is well known and today it is the second largest economic activity in international trade.

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The traveler of the past was a merchant, a pilgrim, a scholar in search of a new and exciting experience. The same concept is remained in the modern times. Hunziker and Krapt define "Tourism is the some of phenomena and relationships arising from the travel and stay of non residents, so far as they do not lead to permanent residents and are not connected with any earning activity". This was accepted by the international Association of Scientific Experts on Tourism (IASET). Tourism is a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It is an industry without smoke and pollution and provides education without class-room.

Taking important lessons within the classroom is the first and foremost way of gathering knowledge; it can be gained by reading books, talking to people and also by opting other means of communication. However, in the modern times, the methods of acquiring knowledge is changing, traveling to foreign locations is getting popular and effective method of gaining knowledge in a specific field. The educational trip helps to know the culture, history, people's lifestyle and architecture of the host region.

#### **EDUCATIONAL TOURISM:**

Educational tourism is one of the important types of sustainable development of tourism, which aims at generating optimum utilization of tourism resources with minimum negative impacts on cultural and natural environment. It takes into account economics, social, ecological as well as socio-cultural consciousness among the people. Educational tourism is a broad field. The growing trend on tourism and educational sector shows the importance of this area. Educational tourism is defined as "travel for the purpose of formal and informal education and training in life long learning experiences in the host country's unique natural and multi cultural environment". Through the integration of education, language, culture and leisure activities educational adventures capture the imagination, interest and spirit of a tourist. At the same time it visualizes the entire natural and cultural resources of the country. It is an important part of a much larger effort within the tourism industry to bring in individuals, groups and organizations to enjoy and utilize the country's natural unique facilities. Educational Tourism can be considered as the formal learning through attending classes or participating in further, higher or work based education.

Globalization and other global changes have impacted upon the nature of both the education and tourist industry. The increasing desire for education and learning has also increased the demand for education travel and tourism. Educational tourism includes study tours of Universities, School excursions, student exchange programs and adult study tours etc. A successful educational tourism experience should be high quality, authentic and experimental and have interactive learning activities.

The growth and prominence of both tourism and education have been recognized as the key sectors of economic and social perspective. Education increasingly enables or facilitates travel mobility and learning has become an important part of the contemporary tourist experience. "Education and learning are the two components of tourism. Learning is a natural process and education has been identified as the organized systematic effort to foster learning, to establish the conditions and to provide the activities through which learning can occur"(Smith-1983:32). It may also be argued that developments in the tourism industry allied to changes in education have seen the convergence of these two industries.

The educational tourism sector is generally an overlooked sub-sector of the Karnataka tourism market. This is largely due to a lack of understanding about the concept of educational tourism, its value to the visitor economy and associated impacts. This article presents a definition and illustrates how most students travelling to destinations tend to be motivated by a desire to learn, even where this is not the primary reason for travel. The significant volume and value of Karnataka education tourism is presented, with particular emphasis on the international university student market, as well as its impact on visitor economies. The case for more active and effective collaborative marketing is shown through examples of current good practice.

#### **STUDY AREA:**

Hubli-Dharwad, have a history dating back to 11th century. The twin cities have become one of the fastest growing cities in the field of educational, industrial and commercial centre in north Karnataka. The twin cities came into existence in the year 1962 as Hubli-Dharwad Municipal Corporation. The twin cities are located at 15° 26' North latitude and 75° 25' east longitude at an altitude of 665 mts. MSL. The twin city covers an area of 205sq km with a population of 12,56,120(2001 census). The temperature varies between 16°c. in winter and 39°c in summer. The literacy rate of Hubli-Dharwad is 81.8 % ( Male-88.1%, Female-75.2%). Here people speak Kannada, Hindi, English and Marathi languages. In education sector, Dharwad District is having average literacy rate of 80.30 percent. Male literacy and female literacy were 86.83 and 73.57 percent respectively. In all, there were total 1,314,353 literates compared to 992,550 literates of 2001

census.

**OBJECTIVES:**

To know the facilities available for outstation students  
To know the learning interest of students.  
To know the teachers problems.  
To know the distance traveled by the students to acquire education.

**METHODOLOGY:**

Primary and secondary data is collected to know the problems and prospects of the study area. Simple graphical methods are used to show the educational tourism in Hubli-Dharwad twin cities.

**EDUCATIONAL FACILITIES OF HUBLI- DHARWAD TWIN CITIES:**

The city of Dharwad is deemed to be the throne of Goddess Saraswathi, and the educational institutions, educationists, education loving people are the crown of Goddess Saraswathi. Students from all over India come here for educational purposes. Dharwad prides itself in being centre of high quality education from kindergarten to doctorate studies. Dharwad educational institutions teachers and generous people have made it possible for many people to realize their dreams. Imagine studying in a place like Dharwad whether for full blown degree programs or short vocational courses. More and more people are making Dharwad a part of their educational objectives and becoming educational tourists. Hubli is a commercial centre and the twin city of Dharwad. This city metamorphosed into an important commercial centre. It is a major railway junction for Mumbai, Bangalore and Goa. Though it is a commercial centre the educational institutions are equally distributed in Hubli-Dharwad.

Education department of the state government has control over the administrative and financial aspects of the schools. The education is provided by the government schools, aided schools and private schools. There are 42 Nursery schools, 56 Primary schools, 195 Higher Primary Schools and 113 Higher Secondary Schools (1995 and 2006 census) in Hubli-Dharwad twin cities. Along with this the city has experienced tremendous growth in Higher Educational sector in the recent years. Currently twin cities are housing 2 Universities, 68 PU colleges, 55 Degree colleges, 5 Medical Colleges and 2 Engineering Colleges. Apart from this Polytechnic, I.T.I, Language Schools, coaching centers for competitive exams etc are attracting the people from nationwide. Gangubai Hangal college of Music one more feather to the twin cities. Dharwad is increasingly recognized by students from around the country as the preferred choice for tertiary and continuing education. Today, great numbers of bright young individuals from around the country contribute to the medley of cultures and languages in Dharwad. One of the primary reasons for the choice of Dharwad as an educational centre is its relatively low cost of living, yet high quality of life. This is augmented by easy accessibility to the latest state-of-the-art educational aids and technologies so necessary in the pursuit of academic excellence in the modern world. In addition Dharwad multi-racial make-up and welcoming nature make it easy for students to discover more about the people, traditions and cultures while pursuing their education. So, to promote the potentials of educational facilities stress should be given to the development of educational tourism in Hubli-Dharwad twin cities.

**REMEDIES FOR PROMOTING EDUCATIONAL TOURISM IN HUBLI-DHARWAD:**

The term promoting is interpreted and defined in many ways. basically" the purpose of promotion is to inform, to persuade, to encourage and more specifically to influence the customers through communications to think and to act in a certain manner". The definition describes that awareness about the potentials should be highlighted through advertising and public relation. To promote educational tourism, high academic standards, cost effectiveness, emphasis on quality and high standard of English is necessary to compete at the global level. To improve the standard of education stress should be given on the following aspects:

**SKILL ENHANCEMENT VACATIONS**

The skill enhancement programmes like writing skills, teaching skills for graduates, Grammar classes for school students, Identification of social problems and compensatory strategies, Training to the Athletes, etc. are to be conducted in the vacations.

### EDUCATIONAL TRIP

The educational trips with lectures on specific subjects have the advantage of greater possibility of making new friends while acquiring new knowledge. And it also helps to protect the cultural heritage of the tourist places. While these trips rarely translate directly into overnight stays, they can help to promote tourism product in two ways: (1) children may bring their parents back for a longer visit and (2) they aid the local restaurant business.

Educational tours are to be a part of curriculum in every schools or colleges. Because being on educational trip student have opportunity to gain many activities like traveling attitude, fun & knowledge, personality development, socialness, and dissertation. Some educational institutes avoid educational tour packages due to unwanted burden of high responsibility on management of tours.

“Give children an excellent start in education, so that they have a better foundation for future learning”.

### SUGGESTIONS

Develop and equip the students with better skills, knowledge and personal qualities. Jean-Jacques Rousseau (1712-1778) wrote that “nature exercises children continuously. It hardens their temperament by all kinds of difficulties it teaches them very early the meaning of pain and sorrow”. This definition states that nature itself is the teacher for everyone. So conducting educational trips to historical places, seeing and observing animals, plants and landscape should be the compulsory part of their curriculum. The table shows the learning interests of students.

**Table 1: Learning interest of students (in %)**

Sl. No.	Learning experience	A	B	C	D
1	Visiting historical places and museums	30	40	25	10
2	Information about ecosystem	10	30	45	10
3	Observing the scenic beauty	50	40	40	10
4	Learning new language	45	35	20	10
5	Shopping	35	45	40	-

**\*A Very Important, B Important, C Neither Important nor Unimportant, D Unimportant**

Encourage and enable students to learn, improve their skills and enrich their lives by giving them character education. Education is a many sided process in which social growth and character formation is basic. Next to home, the school is the most influenced place in the formation of student's character. Because of the complex nature of modern society the school has to take care of the students. Habit forming experiences in the class and school premises, Student and community affairs, guidance and orientation are helping them to build their life in future.

### CONCLUSION

According to my observation majority of the educational institutions of Hubli-Dharwad twin cities have to improve to provide quality education. The following are some reasons which are not supporting the development of educational tourism in the study area.

The teacher student ratio (1:120)  
Inadequate salaries  
Working hours and working conditions.  
Newly recruited teachers

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