

# Export of educational services for development of medical tourism

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**Abstract.** The education sector helps attract foreigners for educational purposes, which contributes to the development of medical tourism. Every year the attractiveness of educational services increases and the number of foreign tourists receiving medical education increases. The growth of medical tourism is driving job creation in healthcare, hospitality, tourism and other related industries. Medical tourists spend significant amounts of money on treatment, accommodation, transportation and related services, which contributes to the influx of foreign exchange into the country. The article analyzes the dynamics of the number of educational organizations in the Kyrgyz Republic by type and form of ownership, the number of university students from the CIS countries, from countries outside the CIS, the number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from the CIS countries and outside the CIS for 2018- 2022. A typology of educational services for export has been proposed, including bachelor's and master's programs, PhD programs, student mobility, language courses, internships, scientific practical conferences, educational projects, joint scientific research. To develop educational services in medical universities, innovative educational technologies, information and communication technologies, technologies for the development of "critical thinking", game teaching methods and much more are offered.

**Keywords:** educational organizations, medical education, innovative educational technologies, typology of educational services for export

## 1 Introduction

In the Kyrgyz Republic tourism is identified as a priority sector of the economy due to the fact that there are various natural, cultural and historical resources for its development and opportunities for small enterprises and individual entrepreneurs to create a business. Tourism as

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an important element of sustainable economic development in the future is the basis of entrepreneurship, economic development and solving social problems of the population [1].

The processes of globalization in the world economy and the integration of national economies into world communities have a direct impact on the national economy of the Kyrgyz Republic. Medical tourism helps strengthen international ties and cooperation between medical institutions in different countries. Interaction between patients and the local community promotes cultural exchange and broadening of horizons. Improving medical infrastructure and services has a positive impact on the quality of life of the population. Tourism as an important element of sustainable economic development of the national economy in the future is the basis of entrepreneurship, the development of economic relations and solving social problems of the population. In this interaction with foreign partners, tourism is an important element of communication processes.

Tourism development includes many factors for the complete satisfaction of tourists [2, 3, 4]. Current areas of tourism are ecotourism, rural tourism, cultural tourism and other types of tourism [5, 6, 7, 8, 9, 10, 11, 12, 13, 14].

Thus, medical tourism through educational services provides an opportunity to visit unique natural and cultural places, meet educated and cultural people, get unforgettable impressions, language practice, and improve your educational and cultural level.

## **2 Materials and Methods**

The purpose of the study is a comprehensive analysis of the export of educational services in the Kyrgyz Republic in connection with the development of medical tourism. To achieve the goal, the dynamics of the number of educational organizations in the Kyrgyz Republic were analyzed by type and form of ownership, the number of university students from the CIS countries, from countries outside the CIS, the number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from the CIS countries and outside the CIS for 2018-2022.

The study of problems on a given topic required a review and comprehension of the results of scientific research by modern world-class scientists. The theoretical basis was the works of researchers on the topic of tourism, educational services, and export of education. As it turned out, this topic found a wide response in the research of many authors, which made it possible to study the theoretical and practical aspects of the problem. Exporting education brings many positive aspects for the development of human capital in partner countries, the development of innovative technologies in various fields of activity, the exchange of knowledge, experience, cultural traditions, and gives impetus to the development of science.

An analysis of the literature on the research topic served to understand the problems of exporting education, the diversity of its forms and determining directions for its further development. For a deep analysis of scientific sources, general scientific methods of cognition were used, such as generalization, comparison, abstraction, analysis, synthesis.

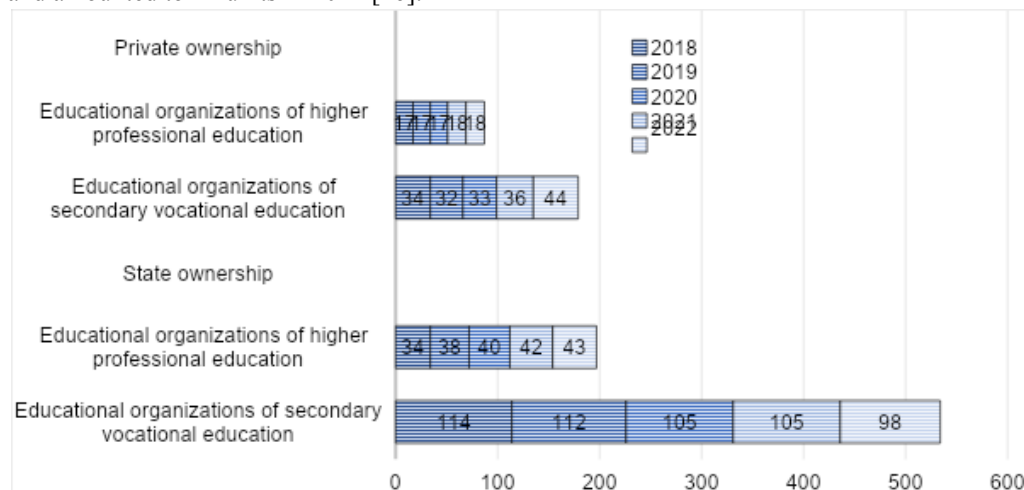
Quantitative methods of analysis using statistical information on the export of education made it possible to assess trends in its development, specify the structure and volumes. To analyze digital information, statistical research methods were used, such as constructing time series, grouping, determining the specific weight of indicators, graphical methods for presenting time series, and analyzing dynamic series.

### 3 Results

The open economy of the Kyrgyz Republic in such conditions includes the exchange of not only goods, but also services, among which educational services occupy one of the leading places [15]. This is explained by the positive dynamics in the development of the education sector. This is confirmed by statistical information on the number of educational organizations in the Kyrgyz Republic by type and form of ownership for 2018-2022. Despite the fact that the number of educational organizations of secondary vocational education of state ownership during the study period decreased by 14% [16], the number of educational organizations of higher vocational education of both state and private forms of ownership (Figure 1).

The education sector is of great importance for the formation of the country’s human capital and is a driver for the development of other industries.

Thus, the number of educational organizations of higher vocational education state form of ownership increased by 26.5% and amounted to 43 units in 2022. The number of educational organizations of higher professional education private form of ownership increased by 6% and amounted to 18 units in 2022. It should also be noted that the number of educational organizations of secondary vocational education private form of ownership increased by 29.4% and amounted to 44 units in 2022 [16].



**Figure 1.** Dynamics of the number of educational organizations in the Kyrgyz Republic by type and form of ownership for 2018-2022, units. Note: composed by the authors based on source [16]

The growth in the number of educational organizations in the Kyrgyz Republic is a condition for attracting foreigners to study. However, not only the increase in the number of educational organizations in the Kyrgyz Republic is the reason for the export of education, but also the quality and compliance with international standards. The higher education system of the Kyrgyz Republic over the years of independence has changed and adapted to the European education system due to the transition to a multi-stage system, including bachelor's, master's, and PhD programs.

Export of education promotes integration into the global economic and educational system and attracts capital to the country through the training of foreign students. Tourism in the Kyrgyz Republic is becoming a priority sector of the economy at the level of the country’s state development strategy for economic development and overcoming poverty of the population.

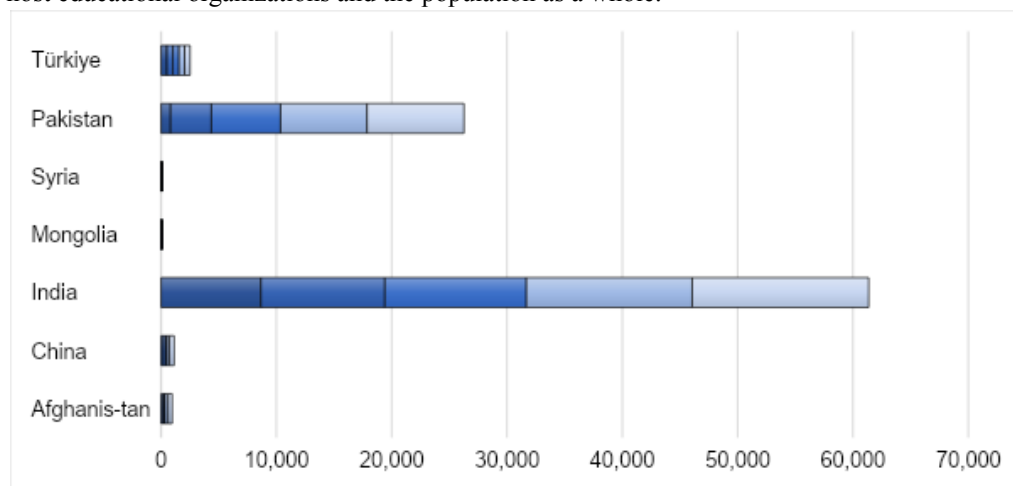
In the Kyrgyz Republic, students from different countries study at universities. We will analyze the number of students from the CIS countries and from countries outside the CIS. During 2018-2022, the number of students from CIS countries increased more than 5 times and in 2022 amounted to 46,353 people against 8,764 people in 2018. About 86.9% in 2022 were students from Uzbekistan. While from Kazakhstan in 2022 there were 3179 people or 6.86%, from Russia 1916 people or 4.13%, from Tajikistan 876 people or 1.89% [16] (Table 1).

**Table 1.** Dynamics of the number of university students from the CIS countries, persons

	2018	2019	2020	2021	2022	sp-gr., %
Azerbaijan	132	21	11	21	15	0,03
Belarus	-	-	42	1	4	0,01
Kazakhstan	2 479	2 083	2 178	1 985	3 179	6,86
Russia	1 622	1 844	2 005	1 672	1 916	4,13
Tadjikistan	2 365	2 439	1 932	1 595	876	1,89
Turkmenstan	100	121	146	219	64	0,14
Ukraine	1	3	4	4	17	0,04
Uzbekistan	2 063	14 538	37 571	51 605	40 282	86,9
<b>Total</b>	<b>8 764</b>	<b>21 049</b>	<b>43 889</b>	<b>57 103</b>	<b>46 353</b>	<b>100</b>

Note: composed by the authors based on source [16]

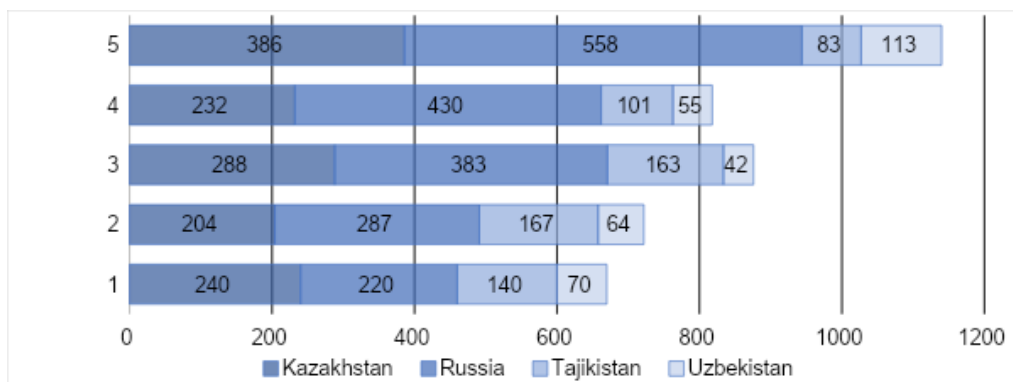
An analysis of the dynamics of the number of students studying at universities in the Kyrgyz Republic from countries outside the CIS for 2018-2022 showed that the bulk of students came to study from India and Pakistan, from where, for example, 64.4% or 15,306 came to study in 2022 people and 33.2% or 8407 people [16] (Figure 2). Students from these countries are mainly trained in medical specialties. Improving the quality of medical education will help improve the level of training of specialists and improve the quality of medical services, which in turn will attract more medical tourists. Such interest in learning and the high attractiveness of higher education in the Kyrgyz Republic is caused by the low tariff policy of higher educational institutions, the high quality of educational services, and the hospitable attitude of host educational organizations and the population as a whole.



**Figure 2.** Dynamics of the number of university students from countries outside the CIS, persons. Note: composed by the authors based on source [16]

An analysis of the dynamics of the number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from the CIS countries for 2018-2022 showed that the bulk of students came from Russia, from where, for example, 48.6% or 558 people came to study in 2022, while from Kazakhstan – 33.7% or 386 people [16] (Figure 3). The number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from other CIS countries is not shown, since it numbers only a few.

As for the number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from countries outside the CIS for 2018-2022, it can be noted that it is tiny compared to the number of students from the CIS countries and amounted to 32 people in 2022, 14 of whom from Turkey [16]. The potential of educational organizations in this direction is high, which is confirmed by the existing material and technical base and professional staff of educational organizations of secondary vocational education.



**Figure 3.** Dynamics of the number of students studying in educational institutions of secondary vocational education of the Kyrgyz Republic from the CIS countries, people, persons. Note: composed by the authors based on source [16]

Vocational education system of the republic is developing systematically and progressively, and at the moment universities also offer PhD programs for foreign citizens. Active development of educational services and their export contribute to the development of tourism. There is a wide variety of types of educational services for export. Active development of educational services and their export contribute to the development of tourism. There is a wide variety of types of educational services for export. In addition to bachelor's and master's degree programs, language courses (Russian, Kyrgyz), programming courses, business planning, internships for master's and PhD students, conferences, publications in conference proceedings, and more are in demand among foreign students.

To increase the list of partners for the purpose of exporting education, the national education system of the Kyrgyz Republic should improve the quality of education and expand the range of educational services. Still existing problems in the development of higher education, such as the lag of scientific research from business needs, slow reorientation to new specialties and others, can be solved by internationalization and transnationalization of higher education. Internationalization and trans-nationalization of higher education is an inevitable process to which it is necessary to adapt and use innovative technologies [17, 18, 19].

Some authors raise such issues for discussing the development of education in developing countries as knowledge and learning skills, budget preparation and management, and also emphasize the widespread adoption of online academic degrees, which is important for the development of distance education and reducing the geographical gap between countries [20].

Student exchange programs, teacher exchange programs and pursuing higher education from one country to another are a few concepts of medical tourism that are accepted across the world. This is a list of educational services, which are mainly used for export [21]. However, this list can be expanded and more acceptable forms of cooperation can be offered. To develop higher education and promote it to other countries, it is necessary to improve the quality of teaching by providing relevant educational programs and creating conditions for students that would reveal their intellectual and creative potential. Focusing on a competency-based approach will allow you to develop the skills necessary for adaptation in society and a future career.

## 4 Discussion

Zotov V.V. and others (2022) note that the export of educational services is currently becoming an important factor in the competitiveness of the higher education system and in determining its place in the global educational community. Pre-university training of foreign citizens plays a major role in the export of education. There are many forms of education export in modern conditions and depend on demand. They include not only training in bachelor's and master's programs, but also in PhD programs, advanced training and professional retraining, short-term educational programs [22].

Medical tourism is defined as travel primarily for the purpose of receiving health care. Medical tourists may travel for a variety of procedures, including novel or experimental treatments. Medical tourists may also travel to developing or developed countries [23].

According to Frommberger, D. and Baumann, F.A. (2020) the development of international vocational qualifications and international cooperation in the field of vocational training is necessary for the Internationalization of vocational education [23].

Revunov, S.V. and others (2023) justify the use of Digital Tools for the success of export of education, compliance with the world level of educational technologies, and the requirements of digital transformation of the educational environment [25].

The promotion of tourism destinations through medical tourism can be facilitated by the use of websites that can reach and attract a large number of people [26].

Export of education opens up great opportunities for the development of medical tourism on a larger scale, greater interest from the younger generation and increased tourist satisfaction [26].

Modern technologies help promote various tourist destinations and improve educational services [27, 28, 29, 30].

The demand for the export of education is caused by the need to increase the educational level of human capital of knowledge-intensive service enterprises, which is due to the existing mismatch of human capital, which has an inhibitory effect on innovation. This requires stimulation of education and advanced training of workers [31, 32]. The role of universities has a significant positive impact on international students. Using China as an example, Confucius Institutes help Chinese firms cope with the obligations associated with adaptation in foreign countries, as well as the risks and costs of operating in host countries [33, 34].

Some researchers have noted the significant impact of higher education on health and health behavior [6], which is important for the formation of human capital in the long term. Also, higher education increases the social confidence of people by increasing their socio-economic status [2, 3].

## 5 Conclusion

Medical tourism in Kyrgyzstan has great potential. It is based on the export of education. In Kyrgyzstan, the number of educational organizations is increasing and the quality of education is improving. The education system has become adaptive to the requirements of foreign tourists, offering a variety of educational services from bachelor's and master's programs to language courses and internships.

A typology of educational services for export has been proposed, including bachelor's and master's programs, PhD programs, student mobility, language courses, internships, scientific practical conferences, educational projects, joint scientific research.



**Figure 4.** Types of educational services for export. Note: composed by the authors

The current direction of development of medical tourism is a factor in the development of the tourism industry and the sustainable development of the entire economy. Attracting foreign tourists and providing educational services satisfies not only the need for knowledge and gaining new knowledge, but also studying another culture, natural and historical attractions, making friends and business opportunities.

Infrastructure development, both in the education sector (university campuses, laboratories) and in the healthcare sector (modern clinics and medical centers), will attract more foreign students and patients.

The development of the education system increases the educational level of the population, its scientific and intellectual potential for the development of an innovative economy. The education system is the vanguard of the entire economy, the development of technology and the acquisition of new knowledge. Exchange of knowledge with foreign partners has a synergistic effect and will give impetus to its further development. Therefore, medical tourism has a wide range of interactions not only with foreign students, but also with teachers and universities.

Medical tourism contributes to Kyrgyzstan's adaptation to global changes, integration into the global economic and educational space, attracting foreign investment and sustainable economic development to improve the well-being of the population. Another important aspect of the development of medical tourism is digital technologies, which require improvement and development. The introduction of advanced digital technologies requires retraining and improving the digital literacy of teachers for use in the educational process of medical universities. Innovative educational technologies use information and communication technologies, technologies for the development of "critical thinking," game teaching methods,

collective learning technologies, project-based teaching methods, case technologies and much more [27].

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