

# Russian revival

The education travel industry in Russia experienced a year of promising growth in 2001, mainly due to the continuing stability of the economy and the increased affluence of the Russian population.

The Russian economy took another step forward on the road to recovery last year as increased political and financial stability enabled more students to go overseas for educational purposes. Ten education consultants took part in this year's Consultants' Report on Russia and the majority reported growth of between 10 and 50 per cent in both the university and high school sectors.

The high school market was reported to be the most buoyant, with 86 per cent of our respondents reporting an increase in bookings, and the average growth in business being 13 per cent. This increase shows a continuation of the growing trend for high school programmes reported in our previous Consultants' Report on Russia, when 54 per cent of respondents noted an increase in their high school bookings (see *Education Travel Magazine*, January 2001, page 8).

Reasons given by our consultants for the continued growth in this market include the increased



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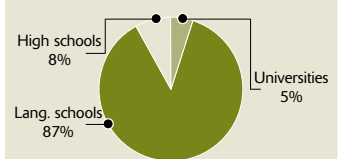
affluence of parents, the prestige value attached to a high school education abroad and an increased awareness among the Russian population of the opportunities and advantages that an overseas education can yield.

The university market showed a more modest growth in 2001, with 57 per cent of our respondents reporting static student numbers. Twenty-nine per cent reported a growth of between 20 and 40 per

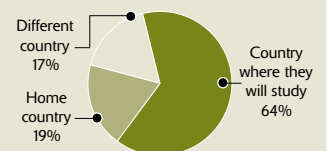
cent and 14 per cent reported a decrease in numbers. One respondent who reported a decrease claimed that the availability of Internet bookings had affected business, as more students were applying directly to universities in this way. Overall, the university placement sector in Russia increased by an average of four per cent in 2001.

Some of our respondents mentioned visa difficulties as one of the biggest hurdles to studying

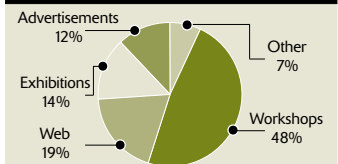
## Consultants' business by sector



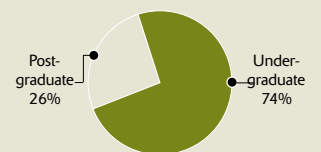
## Where students take lang. courses before further study



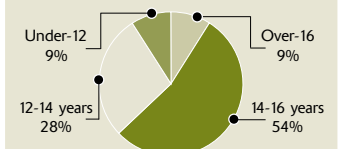
## How agencies find new schools and universities



## Range of university placements



## High school placements by age



## Key Facts

Ten consultants took part in our Consultants' Report

The combined total number of students placed in high schools and universities in 2001 by our respondents was 216

86 per cent of our respondents' clients who went to high school overseas went on to university study in the same country

51 per cent of our respondents' clients changed their minds about where they wanted to study after consultation

Commission rates varied from 10 to 20 per cent

60 per cent of our respondents' clients required a language course before their education course

All respondents said that they would help a student with their application for an institution that they did not represent

The majority of our respondents charged their university and high school clients a handling fee

overseas last year. Consultants experienced difficulties in getting student visas for the USA, Canada, Australia and Italy. This could explain why the USA did not appear in the top three study destinations for both the high school and university market this year, whereas in our previous report, it was the second-favourite destination for Russian students in both sectors. Our respondents confirmed that they were becoming increasingly reluctant to advise

students to study in the USA, due to the difficulties involved for Russian students in getting a visa.

Our survey showed that Russian students were quite likely to know which country they wanted to study in before seeking the services of an education consultant, but they relied on the advice of consultants when it came to deciding on more specific information, such as which city and institution to study in. Eighty-one per cent of our respondents' clients knew which country they wanted to study in prior to their

### Top three university courses

1. Business
2. Economics
3. Computer studies and IT

### Universities

#### Top three destinations

1. UK
2. Australia
3. Germany
Average commission: 11%

### High school

#### Top three destinations

1. UK
2. Ireland
3. Canada
Average commission: 12%

consultation, while 27 per cent knew which city they wanted to go to, and 16 per cent knew which university or school they wanted to attend. After receiving advice from a consultant, an average of 51 per cent of students changed their minds about which university, city or country they wanted to study in.

Interestingly, 72 per cent of Russian students planning to study at a university overseas undertook a foundation course before their

university studies, but only 33 per cent of these enrolled on a foundation course at the same university.

Overall, according to respondents, the outlook for the future of the education travel industry in Russia is promising. All consultants forecast increasing or stable student numbers for the coming year in both the university and high school sectors. Eighty-six per cent predicted that the high school market would increase in 2002, while 80 per cent predicted that the university market would also increase. ○

#### Participating consultancies:

Ekaterinburg Center 'Education Abroad', Fakel Tour, Greenwich Meridian Tours, International Contact Centre PARTA, International Education, Mokkalos, Oxbridge Educational Travel Consulting, Svetlana-S, System-3 Language and Communication School, York Educational Services

#### Most frequently mentioned programmes:

##### High schools

*In Australia:* All Saints Anglican School, Merrimac, QLD; *In Canada:* Columbia International College, Hamilton, ON; *In Switzerland:* Institut Monte Rosa, Montreux; The American School in Switzerland, Montagnola; *In the UK:* Dulwich College, London; King's School Ely, Cambridgeshire; Millfield, Somerset; St Mary's School, Wiltshire; Oundle School, Peterborough

##### Universities and colleges

*In Australia:* Martin College, Sydney, NSW; Swinburne University of Technology, Hawthorn, VIC; University of Sydney, Sydney, NSW; *In Canada:* University of Winnipeg, MN; *In Cyprus:* Intercollege, Nicosia; *In Germany:* Humboldt University, Berlin; *In Switzerland:* International Hotel and Tourism Training Institutes, Neuchâtel; Swiss Hotel Management School, Caux/Montreux; *In the UK:* City University, London; Henley College, Coventry; London School of Economics, London; University of Dundee, Dundee; University of Glasgow, Glasgow; University of Luton, Luton; *In the USA:* Portland State University, Portland, OR; University of California, Los Angeles, CA