

СРАВНИТЕЛЬНЫЕ ПРЕИМУЩЕСТВА КИТАЙСКОЙ СИСТЕМЫ МЕЖДУНАРОДНОГО ОБРАЗОВАНИЯ СТУДЕНТОВ НА ГЛОБАЛЬНОМ РЫНКЕ

Хуанг Ж.

Южный федеральный университет, г. Ростов-на-Дону, Российская Федерация

Аннотация. Как часть мирового рынка, китайское международное образование студентов внесло большой вклад в его экономическое процветание. В данной статье анализируются сравнительные преимущества и раскрываются перспективы китайского международного обучения студентов на глобальном рынке.

Ключевые слова. Сравнительное преимущество, китайское международное студенческое образование, глобальный рынок.

COMPARATIVE ADVANTAGE OF CHINESE SYSTEM OF INTERNATIONAL STUDENT EDUCATION IN THE GLOBAL MARKET

Huang Zh.

Southern Federal University, Rostov-on-Don, Russian Federation

Abstract. As a part of the global market, Chinese international student education has made a great contribution to its economic prosperity. This paper analyses the comparative advantage and reveals the prospect of Chinese international student education in the global market.

Keywords. Comparative advantage, Chinese international student education, global market.

1. Introduction. There are roughly five million international students studying around the world. In 2017, 1,094,792 international students studied in USA accounting for 22%, and 492,185 international students in China accounting for 10% [1]. Under the competition of the global market, what is the comparative advantage of Chinese system of international student education?

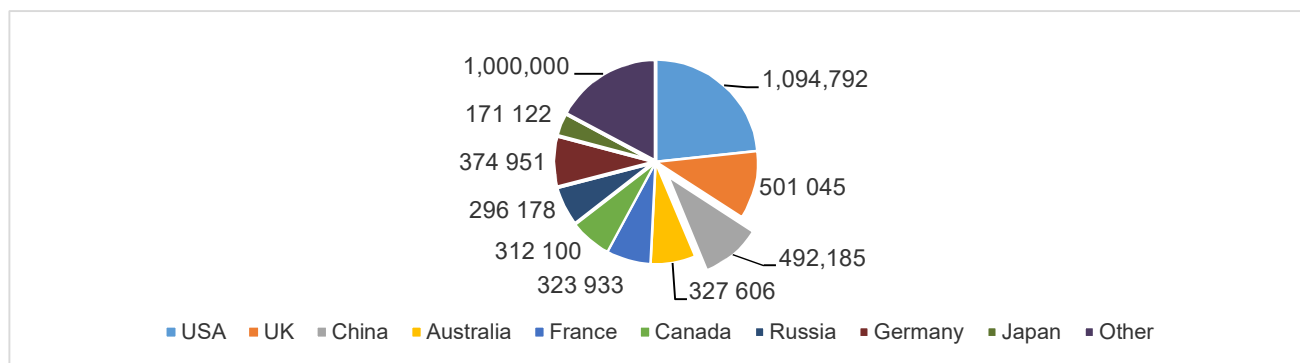


Figure 1 - Quantity of international students in the world, persons, 2017 [2]

The global quantity of international students increases rapidly recent years. Global international student numbers have more than doubled over the past two decades [3]. Education is widely acknowledged as a critical prerequisite for thriving, sustainable, and just economies and societies [4]. To receive better education, more and more students choose to study abroad in the major destinations.

Since the foundation of the People's Republic of China in 1949, Chinese government started to provide international education for foreign applicants. In 1950, only thirty-three international students, from Czech, Poland, Romania, Bulgaria and Hungary, came to study the language of Chinese, which was the prelude the service of Chinese international student education.

Over the past two decades, China has improved the strategy of international student education along with the growing of global influence. Chinese government has made a great effort to facilitate the market of international students. As a result, international student education has achieved a great success, the total quantity of international students studying in China increases rapidly.

In 1999 there were 44,711 international students studying in Chinese mainland, and dramatically the figure increased to 492,185 in 2017 [5]. In 2010, Chinese government initiated the Study in China Project to expand the scale of international student market. For the long run, Chinese government's ultimate goal is to host 500,000 international students, to become the biggest host country for international students in Asia, and a major study destination in the world [6].

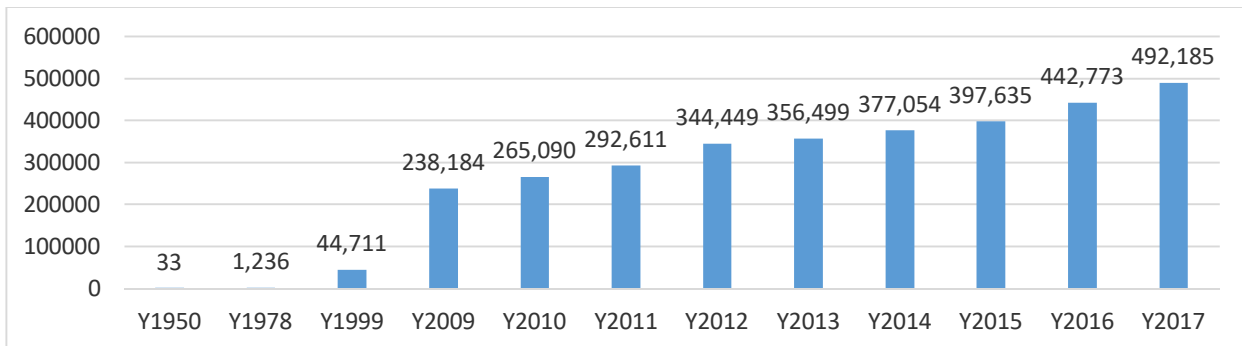


Figure 2 - Quantity of International Students Studying in China, persons [7]

2. Comparative advantage of Chinese system of the international student education. The number of international students is often used to measure the development of higher education internationalization. Each host country has distinct characteristics in attracting potential students from the globe. It is prominent for Chinese comparative advantage of international student education.

2.1. Chinese rapid economic development as an attraction for international students

Chinese economy has made a great achievement since the initiation of the reform and opening-up policy in 1978. [8]

The reliability of GDP figures is vital to the decisions of investment, especially for human capital investment of international students. Chinese economy expanded at an average rate of 9.5 percent over the last 40 years. As gross domestic product is a key indicator of economic activity, Chinese GDP rose from \$1,093 billion in 1999 to \$12,237 trillion in 2017[9].

Chinese economic success has offered huge attraction to international students.

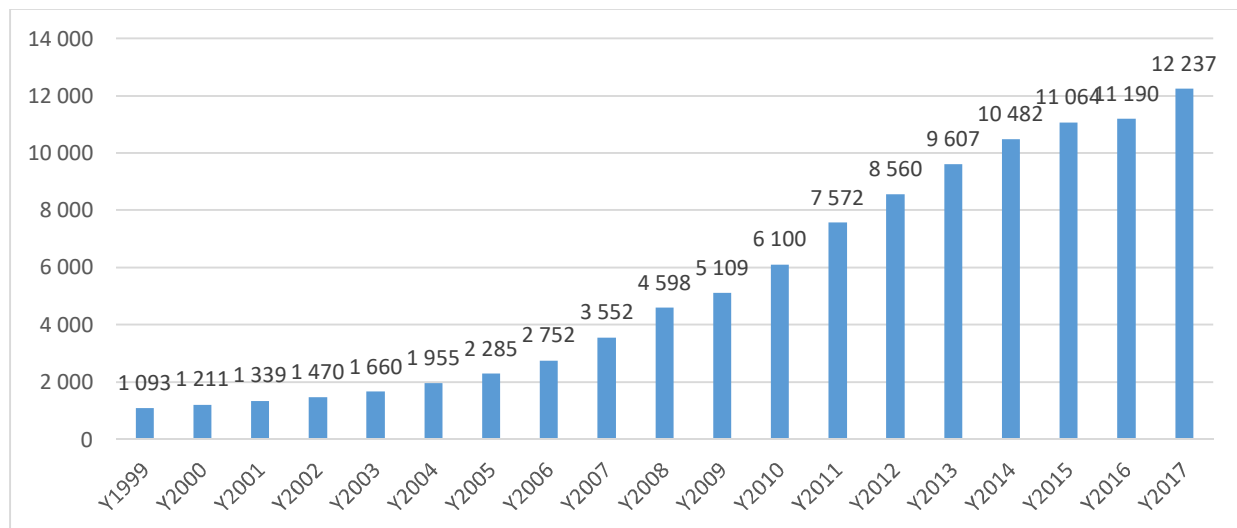


Figure 3 - GDP of China, US \$, billion [9]

2.2. Chinese government's policies to facilitate the international student market

On one hand, in order to facilitate the market of international students, Chinese government has set up policies to reinforce the marketization process. Firstly, to absorb more international students, the government started to enroll self-funded international students from 1978. Secondly, the standardized Chinese proficiency test (Hanyu Shuiping Kaoshi, HSK) was established in 1990 as the threshold of enrolling international students [10]. Thirdly, in 1997 the Chinese Scholarship Council started establishing government scholarships for international students. Fourthly, to inspire greater interests from international students, Chinese government initiated the Study in China Project to expand the scale of international students in 2010 [10].

On the other hand, Chinese government has made great investments to education by increasing financial support. From Chinese National Bureau of Statistics, Chinese government has invested \$50 billion in 1999, and \$635 billion in 2017. Meanwhile, Chinese governmental input for providing education for international students has been increased in recent years, from \$12 million in 2010 to \$290 million in 2014. International students have benefited from the huge education investment by paying lower tuition fees [11].

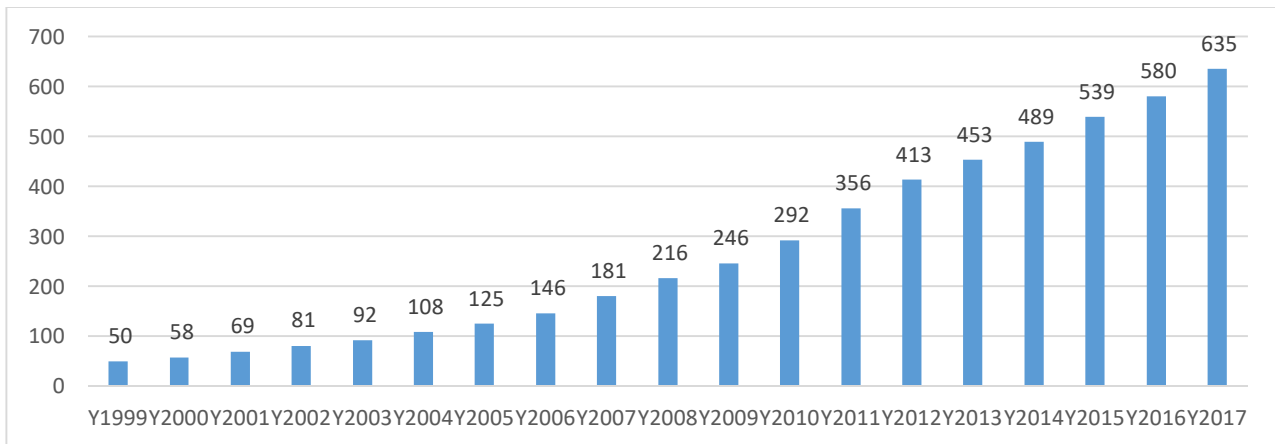


Figure 4 - Chinese annual education investments, US \$, billion [11]

2.3. The lower tuition fees and living expenditure for international students

Higher education expenditure is defined as the total amount of money or funds allocated from public and private sector budgets for higher education [12].

Chinese economy has enjoyed forty years of explosive growth making it the second largest economy of the world. Meanwhile, the economic success pushes labor cost roaring and product prices raising. Average annual cost for international students has increased steadily, especially during the past two decades.

However, compared with such developed countries as United States of America, United Kingdom, or Japan, due to lower tuition fee and living cost, Chinese international student education is overwhelmingly attractive for applicants.

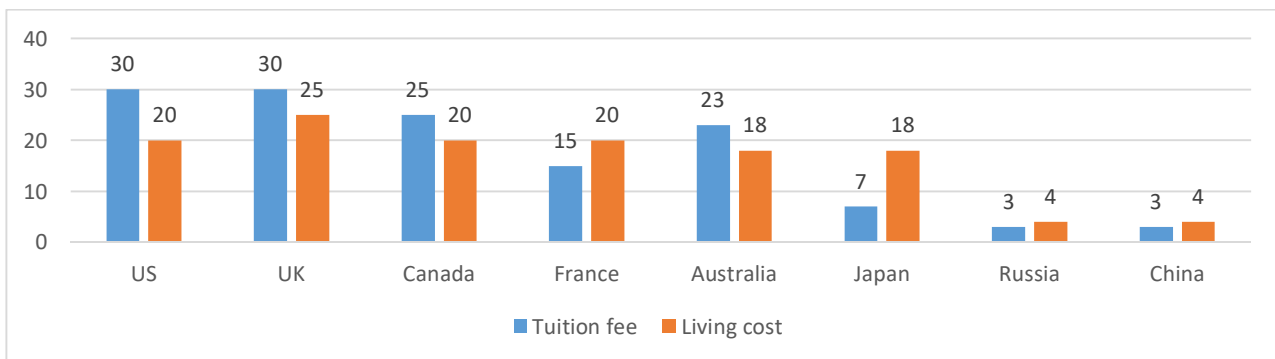


Figure 5 - Average Annual Cost for International Students, US \$, thousand [13]

2.4. The superior quality of Chinese international student education

To offer superior service, Chinese government has taken effective measures to improve the quality of international student education. Firstly, In 2018, Chinese Ministry of Education delivered the guiding document Higher Education Quality Regulation for International Students Studying in China to improve the quality of international student education. Secondly, Chinese government stimulates institutions to take part in international student education. To secure the superior quality education, the university is subsidized of \$8,000 for enrolling each international student [14].

3. Conclusion. Chinese government has set an ultimate goal, for the long run, to become the biggest host country for international students in Asia, and a major study destination in the world.

There is the global market share of international students for leading study destinations. As the two charts reflect, global international student numbers have more than doubled over the past two decades. US has lost share and China has sustained dramatic growth in foreign enrolment over the past decade.

Firstly, offering more official scholarships to international students is an effective way to attract more international students to choose China as destination. In 2017 more than 58,572 scholarships have been

ratified to international students which, to a large extent, stimulates their willingness to choose China as study destination [16].

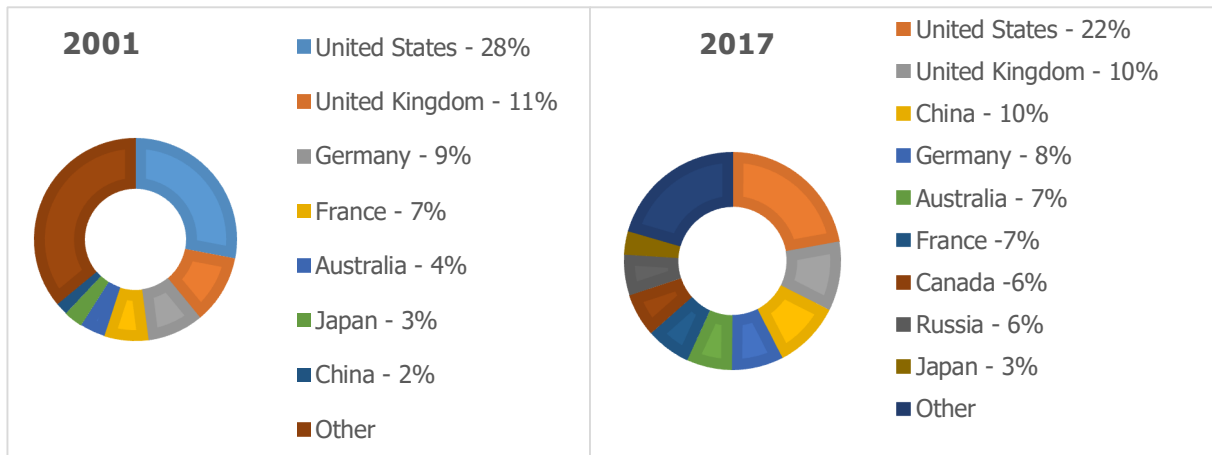


Figure 6 - Leading host country for international students in the world, 2001, 2017, % [15]

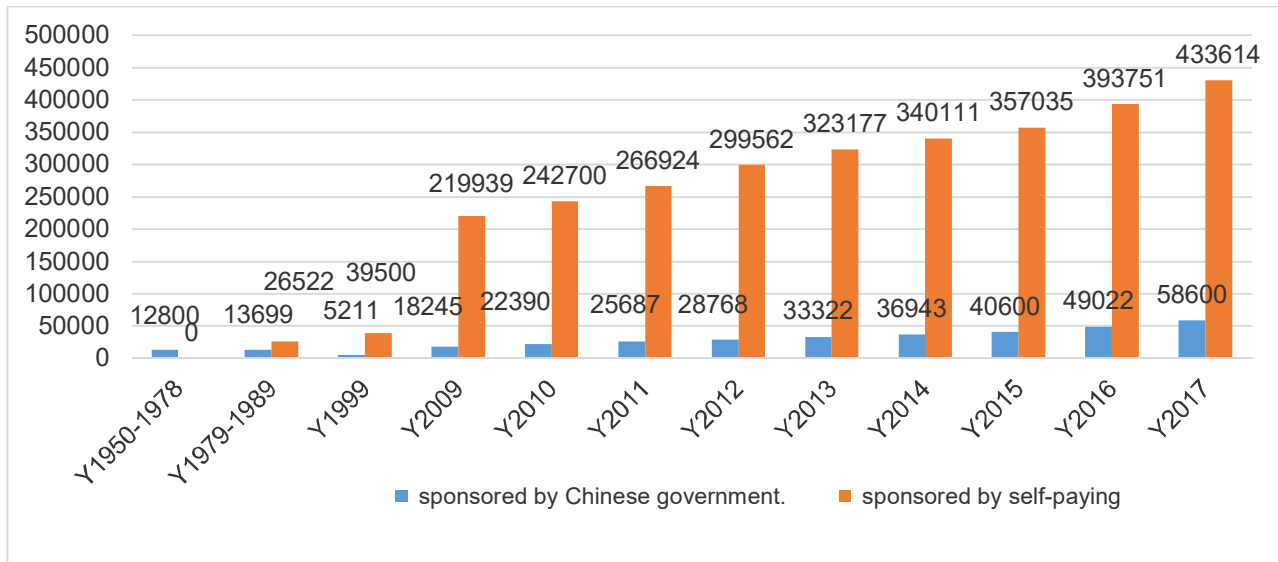


Figure 7 - International students, sponsored by Chinese government, or by self-paying, persons [17]

Secondly, it is imperative to diversify the origin of international students. In 2016 the top ten countries of origin of international students in China are: South Korea, USA, Thailand, India, Pakistan, Russia, Indonesia, Kazakhstan, Japan and Vietnam [18]. The overwhelming majority of international students are from Asia. With the development of globalization, it is a trend to expand the origin of international students to Africa, Europe, America and Middle East to gain more market share.

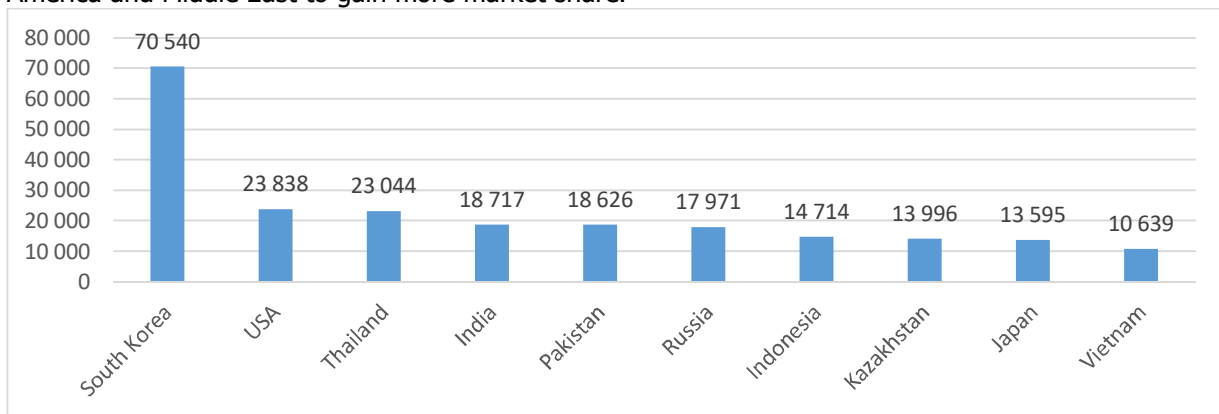


Figure 8 - International students in China, 2016, persons [18]

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