

INTERNATIONAL  
SCHOOLING AND  
EDUCATION IN THE  
'NEW ERA'

# INTERNATIONAL SCHOOLING AND EDUCATION IN THE 'NEW ERA'

Emerging Issues

BY

**TRISTAN BUNNELL**  
*University of Bath, UK*



United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2019

Copyright © 2019 Tristan Bunnell.  
Published under an exclusive licence.

**Reprints and permissions service**  
Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

#### **British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-78769-544-3 (Print)  
ISBN: 978-1-78769-541-2 (Online)  
ISBN: 978-1-78769-543-6 (EPub)



Certificate Number 1985  
ISO 14001

ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.



INVESTOR IN PEOPLE

# CONTENTS

<i>List of Tables</i>	vii
<i>About the Author</i>	ix
1. A Projected Decade of Unprecedented Growth	1
2. The Characteristics of the Emerging ‘New Era’	55
3. The Demand-side Factors Driving Growth	85
4. The Supply-side Factors Driving Growth	111
5. The Emerging Issues of the ‘New Era’	135
<i>References</i>	173
<i>Index</i>	195

# LIST OF TABLES

Table 1	The Extent of Growth in Schools, Students, Staff, and Fee Income 2000–2017 . . .	20
Table 2	The Number of Schools in Each ISC Research Region . . . . .	21
Table 3	The Number of Schools Delivering Each Curriculum. . . . .	22
Table 4	The Historical and Projected Figures. . . .	23
Table 5	The Historical and Projected Growth in the Number of Schools . . . . .	24
Table 6	The Historical and Projected Growth of Fee Revenue (US\$ billion) . . . . .	26
Table 7	The Historical and Projected Growth in the Number of Staff . . . . .	27
Table 8	The Historical and Predicted Growth in the Number of Students . . . . .	27
Table 9	A Summary of the Shift from the ‘Ideal’ to ‘Post-ideal’ Mode of Activity . . . . .	38
Table 10	Some of the Major Developments in the Field Since 2014 . . . . .	40
Table 11	The ‘Dual-guarantees Model’ Summarised .	49
Table 12	The ‘Assumptions–Perceptions Model’ . .	61

Table 13	A Summary of the 'One field, Two-sectors Model' . . . . .	73
Table 14	A Summary of the Growth Factors. . . . .	139
Table 15	The 'New Era' and Its Main New Set of Realities. . . . .	142
Table 16	The Main Promises Driving Growth . . . . .	144

## ABOUT THE AUTHOR

**Tristan Bunnell** has been a Lecturer in International Education at the University of Bath, UK, since 2014. Prior to that, since 1990 he taught International Baccalaureate Diploma Programme (IBDP) Economics at the International School of London, and Copenhagen International School. He obtained his Doctorate from the University of Southampton in 2003. He has written extensively about trends and controversies in ‘International Schooling’ and international curricula developments, and has undertaken research into ‘International Mindedness’. His previous book was *The Changing Landscape of International Schooling: Implications for Theory and Practice* (Routledge, 2014).