

Language tourism destinations: a case study of motivations, perceived value and tourists' expenditure

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Abstract The economic potential of language tourism is manifested in the number of summer courses organised by some countries. Even if learning the language is the main motivation for travelling, the tourists also take into account other characteristics when choosing a destination, such as the location, the safety, the quality of the language or the cultural attractions. The objective of the current study is to analyse the profile of language tourists according to their motivations to study Spanish and their perception of the destination and to examine this profile as a driver of tourists' expenditures. Specifically, this work analyses a sample of tourists who attended Spanish courses in language schools and academies in the city of Valladolid (Spain). The analysis of their expenditure during the stay reveals that expenditure is affected by visitors' motivations and perceptions.

Keywords Language tourism · Motivations · Push and pull factors · Perceived value

1 Introduction

After Mandarin Chinese, Spanish is the second most widely spoken language in the world in terms of those for whom it is their mother tongue, and it is also the second most widely spoken overall. According to data from the 2015 Cervantes Institute Report, Spanish is the native language of almost 470 million people. If fluent speakers are included as well as those who have a limited command of the language

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Language Tourism Destinations A Case Study Of Motivations

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