

Benefits of Language Tourism for Ukrainian Students

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Introduction. Language tourism is a practice aimed at learning a foreign language abroad combined with entertainment and exploring the culture. At the end of the 20s century many international travel companies observed the potential of organizing summer courses. Summer courses as a justification for travel abroad has become clear for Ukrainian language learners in the last 15 years.

Materials and methods. The paper discusses current issues associated to language tourism relying upon the data reviewed in order to define its value for the language learners'. Secondly it provides analysis of leading Ukrainian agencies which offer language tours abroad. Lastly, the research studies the effects in language learning.

Results. The average student spends from 2-5 weeks in his educational stay. Course prices also vary accordingly. Leading Ukrainian language and travel companies that offer study tours abroad are StudyUa, GradeUa, DecEducation, Karandash, Addrian, iStudy, and EdUKation. They have packages for a month in Malta as low as \$632, \$1230 in the USA, \$1320 in Canada. The same stay in the UK could mean \$1400. The number of students seems to have increased in recent years but total figures of travellers are difficult to obtain.

The language travel market is changing significantly having influenced both foreign language education and tourism education. Overall, language tourism can mean a great deal of exposure to the foreign language and, above all, exposure to real people's speech. Thus, travel organizations should care about providing genuine interactions for their student travellers. Language organizations should also be especially careful with the teachers they use since in language tourism language acquisition is second in importance after acculturation and opportunities for conversation. In this sense, it is necessary to point that countries like England or Ireland have such a great demand of teachers that usually some of the teachers may not have the necessary qualification or teaching skills, and, consequently, reducing the educational value of the stay considerably. Obviously, this experience should be attractive for most students a push the foreign students to use the language in daily and social interactions that cannot be achieved in their own country [1, p. 40].

Conclusion. Language tourism is mostly beneficial for all the students but it is important to decide how to choose the right company. In this sense, students and parents should get together, consider aspects like the price, company's reputation, information about the destination, the contract, and make sure that the student understands that the trip should be worth. Language tourism can be a unique experience for many students opening new worlds to them. Students should be very aware of their own goals and put them forward.

References:

1. Laborda J. G. Language travel or language tourism: have educational trips changed so much? / Jesús García Laborda. // *Tourism Today*. – 2007. – C. 29–42.