When it come to selecting a country, our counselors advice prospective students as per the ICEF standards. When advising students about the destination countries, we consider following -

Location, Geography, Climate, and Environment

Population and History

Society and Culture

Government and Economy

Education System

Immigration and Visas

Living Conditions and Cost of Living

Pros and Cons

**Location, Geography, Climate, and Environment**

Students vary widely in their criteria for what makes a study destination attractive. The location, geography, climate, and environment of a country may be significant factors in a student choosing it over other options.

For example, the country’s location relative to the student’s home country will largely determine the cost of travel for the student, the number of visits home, and so on. Its geography will influence the cost and ease of travel within the country, sightseeing opportunities, and other non-study activities. Its climate and environment are important in terms of comfort and quality of life for students.

Information can be gathered from the country’s national museum and library, bureau of meteorology, tourism websites, government departments.

**Population and History**

Information about the population and history of a country is essential to understanding its character.  
When considering a destination country, our student counsellors advise prospective students about its demographics and the options for living in a large city, small city, or the countryside. Students may have preferences when it comes to how much they want to immerse themselves in local life, and so information regarding cultural diversity, cultural highlights/drawbacks, and how densely populated a destination is will help them focus their choices. The student counsellors also possess knowledge of the country’s history to give students a foundation for understanding the country’s character and social and cultural idiosyncrasies.

**Society and Culture**

Each society has its own unique values and logic. The student counsellors advise prospective students on how these may differ from those of their home country.

If they are to live successfully in a foreign country while studying, students will need some understanding of the structure and institutions of its society, its socio-economic groupings, and its sub-cultures and communities. They will need to be aware of differences in etiquette and taboos, and what constitutes acceptable public language and behavior.

Each country offers a range of cultural experiences, which may constitute a primary motivation for a student to choose it as a study destination. A country’s culture and society may attract one student but be unattractive to another – every student is different.

Some students may prefer a country where there are few cultural differences to distract them from their studies, but many will want to explore a country’s culture, arts, history, sports, or other dimensions. Again, this can be a prime motivating factor in many students’ choice of study destination, so our student counsellors have a grasp of these elements of the study destination.

**Government and Economy**

A stable government and healthy economy are highly desirable in a destination country. Most countries have national, regional, and/or local levels of government. Each has its own powers and jurisdictions. For example, the national government usually manages migration matters, including student visas, whereas local government’s building codes and fire and safety regulations directly affect the quality of education premises and student accommodation.

The legal and judicial systems in the destination country may be quite different from those in the student’s home country. Laws may be stricter and penalties harsher. Our student counsellors ensure students are aware that they will be subject to the destination country’s law while there.

**Education System**

The student counsellor needs to know the structure of the destination country’s education system, its major institutions, the types of courses available to international students, and their cost. Students will need advice on the differences between the destination and home country’s education systems, and the equivalence and convertibility of qualifications between the two.

Our student counsellors are aware of the reputation of the destination country for quality of educational outcomes, and advise prospective students about the relative quality and cost of various course offerings.

Our student counsellors find, read, and understand any agent manuals and website information prepared for them by educational institutions in the destination country in order to understand their courses and enrolment processes.

**Immigration and Visas**

The destination country’s immigration and student visa regulations are essential knowledge for the student. Our team knows the types and requirements of visas available to prospective students, how to prepare visa applications correctly, and the time frames and procedures for submitting visa applications.

**Living Conditions and Cost of Living**

The quality and cost of living are important considerations when choosing a destination country. Our student counsellors are able to advise students about the range of accommodation available and its cost. In particular, many students are interested in home stay, others want low-cost student accommodation (e.g., share house or apartment), and still others want their own place. Students’ preferences vary regarding the balance between the quality and cost of their living arrangements.

In many countries, transport will be a significant cost for students. Unless they live close to their school, most students will have to travel daily by public transport . Our team advise students concerning accessibility and cost, and any alternative and affordable daily transport options. The personal health and safety of students is paramount. Our team advises prospective students about the risk of crime or any threats to their personal safety in the destination country and the requirements of the health insurance.

**Pros and Cons**

When marketing a destination country, our student counsellors look at the pros and cons of the country from the viewpoint of the prospective student. A positive factor for some students may be a negative one for others. Prospective students may believe unwarranted stereotypes (positive or negative) about the destination country. Students will differ in their preferences regarding the balance between cost and benefit when selecting a destination. Our team asks the prospective student questions to find out what his/her priorities are in order to provide better guidance. Understanding the students’ perspective of the destination country allows us to prepare more persuasive marketing material and advice for them.