

PERCEPTIONS OF CANADA AND STUDYING IN CANADA

	Strengths	Weaknesses
JAPAN	- Safe - Moderate cost of living - High quality education - Good reputation of schools and programs - No prejudice against Japan	- Takes too long to obtain visa - Insufficient information - Lack of jobs related to Canada - Not well known in Japan - Two official languages
SOUTH KOREA	- Quality education - Stable society	- Reasonable cost of tuition and living - Insufficient information - Takes too long for visa processing
HONG KONG	- Low fees - Safe environment	- Immigration potential - Medical requirements - Delay in visa processing
MALAYSIA	- Low tuition and cost of living - Safe social climate - World-class universities - Good career prospects - Immigration potential	- Admission requirements; high TOEFL* scores needed - Complex application process - Limited information - Visa processing time - Climate - Few scholarships
THAILAND	- Quality education - Reasonable tuition	- Relatively safe - Lack of information - Few scholarships - Difficult to obtain visas - Too cold
SINGAPORE	- Low cost of tuition - Good job prospects - Quality education	- Availability of information - Relative ease of getting visa - Too far from home - Large increases in tuition fees
PHILIPPINES	Low tuition	- Academic qualifications not recognized in Canada - Difficulty in obtaining visa
INDONESIA	- Safe environment - Reasonable tuition	- Cold - Limited knowledge about Canada - Distance from home - High TOEFL* requirements - Visa application process

* Test of English as a Foreign Language

Students' perceptions of the quality of education offered in another country, however, are usually tied to factors such as the country's international image, name recognition of an educational institution, and word-of-mouth recommendations from friends, family and teachers. Students give much consideration to quality of the overall experience of living in a particular country, in addition to the quality of education being offered (Table 2.11).

Therefore, "selling" education in Canada involves selling not only a high-quality educational product, but also the cultural experience and environment that go along with it. This study found that students considering an education overseas are often attracted to Canada for its safe, clean and affordable living environment (Table 3.12).