

FACTORS INFLUENCING STUDENTS' DECISION TO STUDY ABROAD (Domestic and External Factors)

- **Economics**
 - state of home and host country economy
- **Immigration Policies**
 - ease of obtaining student visa
 - ability to obtain work while studying
- **Supply of Quality Higher Education**
 - availability of home country programs
 - name recognition of educational institutions
 - availability and perceived value of host country education
 - admission requirements in home and host country's institution
- **Affordability of Education**
 - cost of home country education
 - availability of scholarships to study in host country
 - host country's policy in regard to differential fees
- **Marketing and Promotion**
 - degree of educational marketing activities by host country
 - availability of information on host country educational programs
- **Environment**
 - personal safety issues
 - perceived openness to foreign cultures and people
- **Bilateral Relations**
 - historical relationship with host country
 - knowledge of host country relevant to career opportunities
 - general perception of host country
- **Climate**