

Eton Institute



Eton

Press Release:

[Rise in Educational Tourism Witnessed as Summer Courses Commence at Eton Institute:](#)

Dubai, 28 June 2010 - Eton Institute, the UAE's largest local language and personal development training institute, has reported a rise in foreign learners visiting the UAE to develop themselves during the summer break. The Institute, reporting these findings based on registrations and enquiries for their Summer Language Immersion Courses in Arabic and English and Intensive TESOL/TEFL and TFL Teaching Certification Courses, has observed a surge in demand from individuals around the world wishing to learn a new language or upgrade their skills while they experience the vibrant local culture. The UAE, in recent years, has emerged as a popular hub for educational tourism not only regionally but also globally, as re-enforced by these findings.

Dr. Eli Abi Rached, Director, Eton Institute, commented "The UAE is a perfect blend of rich local flavour and international culture. This makes it an ideal destination for educational tourists who would like to expand their horizons of learning beyond books through immersion courses that allow them to experience a new place, culture and community at the same time."

During the summer months, Eton Institute offers special language immersion courses in Arabic and English which involve 60 hours of learning over just 3 weeks. These accelerated courses surround an individual in the target language making learning extremely effective and quick.

Dr. Eli remarked "Learning a language without the culture is like preparing a meal without seasoning. The language immersion courses at Eton Institute are so potent because not only do they teach you a language in a structured and logical manner but they also provide the flavour of culture without which learning is incomplete. Engulf yourself in such an interactive language environment and see how quickly you learn."

In addition to language courses, Eton Institute's intensive TESOL/TEFL (Teaching English as a Second Language/Teaching English as a Foreign Language) and TFL (Teaching a Foreign Language) certification courses are also popular with international students who would like to gain an internationally recognized qualification in teaching languages while they visit a new city over summer. On-campus accommodation facilities and visa assistance are available for those wishing to travel to the UAE for these teaching certification or language immersion courses.

The next batch of language immersion courses in Arabic and English and intensive teaching certification courses will commence on 18 July 2010, and will involve classes daily, from Sundays to Thursdays over 3-4 weeks. For more information about the summer courses or to register your interest, visit www.eton.ac or call **800-eton (8003866)** to speak to an advisor.