



## **A New Approach to Spanish Learning: Language Coaching**

*Learning a foreign language is hard work, and forgetting it due to lack of actual use is a real pity. Here comes a new trend in Language Coaching: getting immersed in the language with a personal language coach and enjoying highly customized programs.*

Madrid, Spain, November 29, 2007 --([PR.com](http://PR.com))-- Language schools are changing their methods to teach foreign languages. In an everyday faster life, when the terms “quick”, “fun” and “customizable” are more and more present, the learning process just follows the tide.

The European Commission, in a Special Language Barometer, reports that out of the 450 million inhabitants, 56% are able to hold a conversation in one foreign language, and an important 28% can do it in two. Approximately 1 out of 5 Europeans can be described as an active language learner. Over 87 % of the Europeans learned their second or third language in an academic way, either at school (65%) or in language schools (22%).

Why don't people learn another language? An interesting 64 % claims lack of time or motivation, while they still may be interested in actually learning. Out of that percentage, the first reason is the favorite among those who are 25-39 years old, managers and blue collars, and the lack of motivation is the predominant barrier for the older ones.

And here come the new patterns and ways to learn or improve foreign languages. As everybody has holidays -or should have-, and considering the fact that most persons have some kind of liking or hobby, the experts are starting to combine both situations to come up with a dynamic solution. If somebody wants to practice a language, the idea is to do it... on holiday time.

Tourism trends show that the search of experiences is an increasingly important reason for choosing certain destinations or activities. More and more, specialized schools and language agencies are offering language travels and trips, a mix of language courses and active holidays.

Spain, in 2006 the world's 2nd tourism destination as the United Nations World Travel Organization reports, is addressing this new trend. Being that Spanish is also the world's second most commonly spoken language excluding the Chinese mandarin, this country is becoming the convergence point of Spanish learning and experience holidays. Among the various choices, an example of this trend is the [Spanish Language Coaching](#) Experience offered by Fun Time in Spain: a golfing week, a stay in Andalusia like a native, [Spanish summer camps in Spain](#), shopping [escapades to Spain](#), or visits to museums like El Prado or Thyssen-Bornemisza, always together with a Spanish language coach and guide.

As China and its main language is growing so fast, and with a 2007 estimation of an almost 10% increase in tourist arrivals, will a mix of Chinese language & China experiences soon be the next travel fashion?

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