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| Language tourism key elements | Characteristics | Details |
| Product composition | Language learning component | Educational input |
| Language learning complements |
| Travel component | Transport |
| Accommodation |
| Catering |
| Leisure |
| Marketing & managementstructures | Language education providers |  |
| Public administration institutions |
| Trade bodies |
| Travel planners |
| Destination’s environmental& social resource base | Local culture |
| Host community |
| Geographical context |
| Current situation (political, economic, social, technological, environmental & legalfactors) |

Tab. 1. Language tourism supply: the language tourism product (Source: Iglesias 2016)