

SPANISH AS A FOREIGN LANGUAGE COURSE

FOR TOURIST GUIDES AND UNDERGRADUATE
AND GRADUATE STUDENTS FROM
FEALAC EAST ASIAN COUNTRIES
ELE FOCALAE

2013-2017



GOBIERNO DE COLOMBIA



FOCALAE

Español como
lengua extranjera

BACKGROUND

In 2012 authorities of the tourism sector in the Asian region highlighted the increase in Spanish speaking tourists and requested support from the Government of Colombia to train their tourist guides in Spanish as a Foreign Language.

In 2013 Colombia officialised its commitment in the Working Group of Culture, Youth, Gender and Sports of the Forum for East Asia-Latin America Cooperation, originating the initiative "ELE FOCALAE" from its Spanish acronym, which in 2017 develops its fifth version.

WHAT DOES THE PROGRAM CONSIST OF?

BENEFITS

- Round trip airfare from town of origin to destination city
- Tuition fees for the Spanish course
- Monthly stipend to cover basic living expenses
- Spanish certification exam
- International medical insurance
- Courtesy visa

DURATION

- One academic semester (4 months)







15
UNIVERSITIES

8
CITIES

COMPONENTS

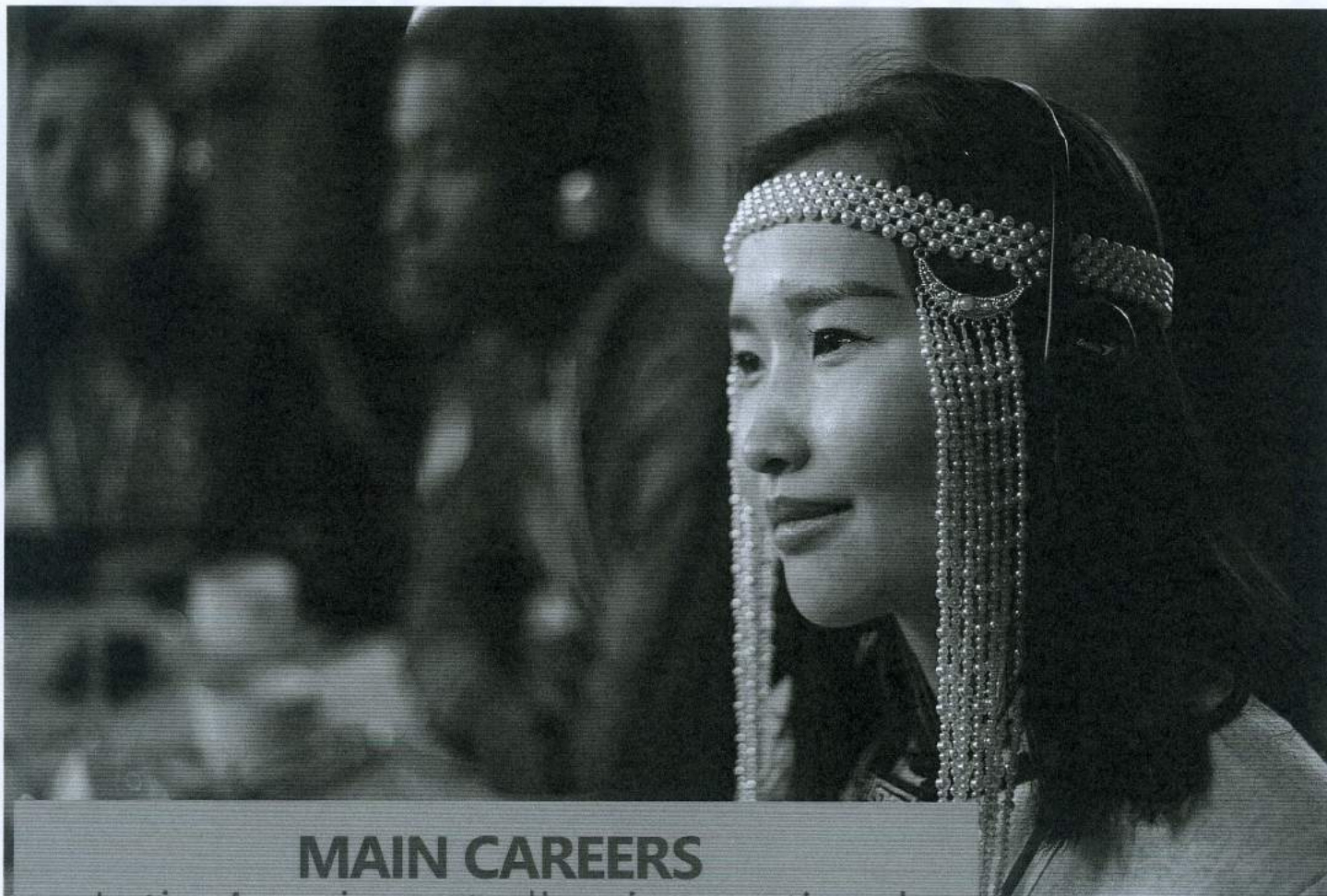
TOURISTIC

77% of the scholars have been tourist guides and journalists specialized in tourism, who have improved their abilities to interact with Spanish speaking tourists in their own countries.



EDUCATIONAL

23% of the scholars have been undergraduate and graduate students. This component was included in 2015, aiming to encourage the generation of long-lasting links between universities from both regions.



MAIN CAREERS

Latin-American studies, international business, international affairs, international trade, business management and languages.



COMPONENTS

CULTURAL

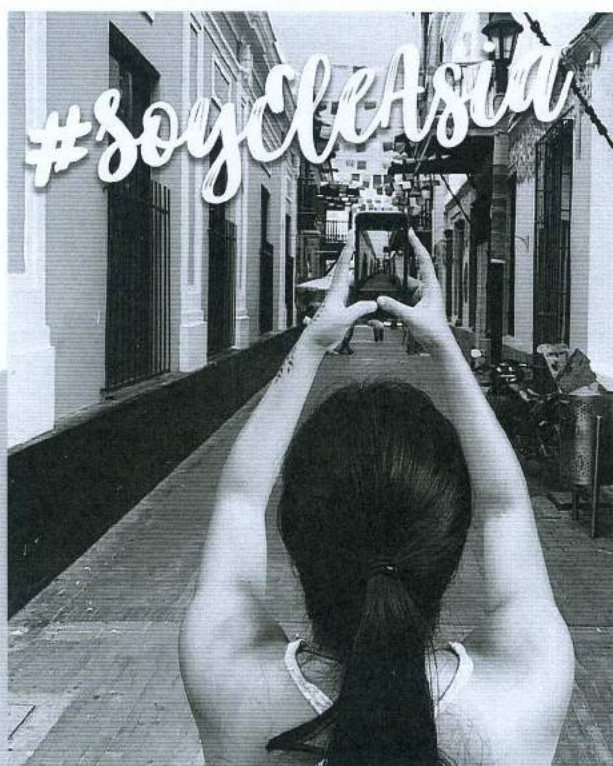
100% of the scholars have had the chance to experience the different Colombian cultural expressions through gastronomy, traditional rhythms and dancing, landscapes, etc. Their presence in the country has also been enriching as they have shared their traditions and cultural expressions with Colombians.



AWARD

"COLOMBIA IS WHAT I LIKE"

This competition awards two scholars a three-day, two-night trip to one of Colombia's national natural parks. The criteria for grading participants are the creativity of their publications in social media, the content, the periodicity and the use of Spanish language, among others.







ACHIEVEMENTS 2013 - 2017

283

**scholars from all East
Asian FEALAC
countries**

Between 2013 and 2017, five editions of ELE FOCALAE have taken place and tourist guides, journalists and students from all East Asian FEALAC countries have participated.

The beneficiaries have studied Spanish as a Foreign Language in universities with the highest standards of education located in 8 Colombian cities.

ELE FOCALAE has strengthened the tourism sector of East Asia, has deepened the ties between Colombia and this Asian region, has encouraged relations between universities from both sides and has promoted Colombia as a destination to learn Spanish.

**Investment
\$1.7 Million USD**

**15 Colombian institutions that
offer top level SFL courses**

**Linguistic and cultural
approximation**

**Encouragement of bi-regional
inter-university dialogue**

**8 Colombian
cities**

Armenia
Bogotá
Bucaramanga
Cartagena
Chía
El Socorro
Manizales
Medellín

**217 tour guides and journalists
specialized in tourism (77%)
66 students (23%)**

ACHIEVEMENTS

2013 - 2017



Applications have increased in 74% from 2013 to 2017, which shows the growing interest for the Latin-American region in the East Asia countries. Support from the Governments of the recipient countries in sharing the call for applicants has been crucial. Overall, 1,120 people have applied to the initiative.

TESTIMONIES

"When I arrived to Colombia my Spanish was at ground level and today, after three and a half months, I can hold a conversation in Spanish. Colombia is a perfect country to learn Spanish and Colombian citizens are kind people. I liked living in this country and that is why I invite you to come to learn Spanish and to meet its people"

Fera Sri Aryani, Indonesia, 2014.

"Colombia is a perfect place to learn Spanish. Here, I could not only learn it, but feel it and live it. Colombia is a country that gives you a hug with its people, it is a county that makes you smile with its incredible places and, above all, it is a country that makes you say 'I love Colombia'"

Fred Niño Almazan, The Philippines, 2016.





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