

PRESS RELEASE

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European Association for International Education

New EAIE publication – 'The impact of tuition fees on international student recruitment'

In the latest addition to the EAIE's *Occasional Paper* series, editors Thijs van Vugt and Tim Rogers explore the debate over the impact of tuition fees on international student recruitment.

Published in September 2006, this volume contains contributions from twelve academics grouped according to four areas of focus central to the debate: the change in viewing students as customers and the related organisational behaviour by universities, the relationship between tuition fees and the perceived and actual quality of education received, the ongoing funding of higher education by government and private means, and marketing and student recruitment.

'The impact of tuition fees on international student recruitment' delves into the relationship between internationalisation and the economics of higher education. In an age where more students than ever before wish to study for a degree-level qualification and they are both willing and able to travel away from their country to do so, who pays for this education? What can be said about national higher education systems and their distinct approaches towards the tuition fee debate vis-à-vis international student recruitment?

Tuition fees have certainly already had an effect on international student recruitment and the structure of and attitudes towards higher education. Governments, universities and students across Europe continue to argue their respective corners regarding the merits of tuition fees and the way in which higher education will be funded in the future. As the debate continues to evolve, this could not be a completed volume with firm conclusions, but the editors hope that the arguments presented will offer at least a starting point for discussions within readers' respective institutions.

Editors

Thijs van Vugt is co-owner and partner in iE&D Solutions BV, a Dutch consultancy firm for international education and development and is also a partner in a Dutch student recruitment agency, StudyWorld (Netherlands) BV.

Tim Rogers is the former Head of Student Recruitment and Admissions at the London School of Economics and Political Science. With over 13 years experience in international student recruitment, educational marketing and press relations, Tim is regarded as one of the leading international education consultants in the world.

EAIE Occasional Papers

The EAIE's *Occasional Paper* series provides a medium through which topics of interest to EAIE members can be explored in depth. 'The impact of tuition fees on international student recruitment' is number 19 in the series.

Orders

Copies of 'The impact of tuition fees on international student recruitment', *EAIE Occasional Paper 19*, can be ordered from the EAIE at <http://www.eaie.org/publications/latestOP.asp> and cost EUR 10 per copy (plus postage and packing).

Further information

More information regarding the EAIE and its publications can be obtained from the EAIE website, <http://www.eaie.org>, or contact the EAIE Secretariat, PO Box 11189, 1001 GD Amsterdam, The Netherlands, tel +31-20-525 49 99, fax +31-20-525 49 98, e-mail eaie@eaie.nl.

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