



**Aim:** Analysis of the global image of Spain and of Santander as a destination for higher studies and for the development of business and professional activities. It includes the study of the degree of awareness of Spain and Santander by students from Europe and America as well as their perception of the economic, social, educational, and ecological characteristics. It also examines the reasons for choosing the University of Cantabria for higher education. The study has a longitudinal approach and aims to examine the changes in their perceptions on Spain and Santander during their stay at the University of Cantabria.

**Target audience:** The study is aimed at university students from Europe and America enrolled in graduate and postgraduate programs of the University of Cantabria.