



Private Tutoring: A Success Story or a Successful Business?

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Abstract

Private tutoring fits in the increasing impact of marketing on learning and training. This phenomenon is not new and it takes place on different continents. But today its emergence has become more evident in a strongly competitive context. If private tutoring continues to grow in the shadow of the official educational system - emphasizing its deficiencies – it is necessary to understand how it is running. A comparative study of the offered “services”, candidates’ demands, pedagogical methods and technical supports must be connected with identified values, a clear plan of action and competent teachers. With the answers of three selected private tutoring companies from the Belgian French Community, we analysed whether the parallel tracks from the private and public sectors are complementary or lead to a dead end. The qualitative approach is based on case studies in a specific context of Belgium with general questions to point out divergence and convergence on a small scale. This short contribution has to become part of a more global study, which could measure the complex implications of private tutoring onto policy-makers and the influence of good practices within the private tutoring system. In this sense, we will need to pursue investigations in different regions, countries and continents before being able to make further recommendations.