The tourism industry is growing fast and undergoing transformation.

The tourism industry is evolving and growing at an accelerated pace.
There is a **HUGE NEED FOR TRAINING** in the tourism industry

HIGH-QUALITY LEARNING EXPERIENCES FOR ANYONE IN THE WORLD

Colette has been a receptionist at the Hôtel Fleur de Lys Plateau in Dakar for 7 years now. She feels stagnant in her current role but loves her work environment and has a background in marketing. She hopes her certificate from the Tourism Online Academy will help her get promoted to junior marketing manager.

**Colette Pierre, 29 years old**
Dakar, Senegal

Andrés just inherited a large “Casona style” home in Barranquilla from his grandparents. He has been working in the tourism industry since he was a teenager but would love to have a small boutique hotel of his own. He hopes to gain the skills and knowledge from the Tourism Online Academy to transform his Casona into his own boutique hotel.

**Andrés Peña, 45 years old**
Barranquilla, Colombia

Shino is one of Jakarta’s most popular street food vendors. However, she would soon like to scale because she is not able to cater to all the tourists that visit her stand on a daily basis. She is hoping to gain the managerial skills from the Tourism Online Academy to scale and have more stands around the city.

**Shino Lee, 33 years old**
Jakarta, Indonesia

Bruno has a small tech startup that resells attraction tickets and event tickets to tourists. He currently feels that he lacks management skills, specifically in finance. He is hoping his certificate from the Tourism Online Academy will help him achieve positive turnovers soon.

**Bruno Santos, 37 years old**
Rio de Janeiro, Brazil
THERE IS A NEED IN THE MARKET beyond what is available today

There is a wide offering in online education but not focused on the tourism industry needs and context.

900+ UNIVERSITIES

13,000+ MOOCs

100 M + LEARNERS
Tourism Online Academy:

THE MISSION & VISION

To become the reference for first-class online training in the travel & tourism sector, hospitality industry and destination management with flexible courses that are affordable for everyone.
Tourism Online Academy:
PHASE I (MVP): set up the platform & launch the first online trainings

Set up the platform & launch the first online trainings:
- Web page & enrolment process and course delivery platform
- Massive Open Online Course (MOOC)

First Layer:
- Introduction to Tourism-Industry Management
  - Module 1: Strategy
  - Module 2: Finance

Second Layer:
- Fundamentals of Tourism-Industry Management
  - Module 3: Digital Marketing
  - Module 4: Operations Management
  - Module 5: Digital Transformation
PHASE I (MVP): set up the platform & launch the first online trainings
3 phases to scale

**FALL 2019**

**LAUNCHING THE INITIATIVE IN THE UNWTO GENERAL ASSEMBLY**

1. September: Tourism Online Academy web, courses web and video trailers.
2. October: MOOC (Introduction to Tourism-Industry Management)

**FEB 2020**

**THE FIRST PROGRAM WILL BE AVAILABLE IN OTHER LANGUAGES**

1. Selection of languages
2. Sponsorships

**JUNE 2020**

**OTHER COURSES FROM IE AND OTHER UNIVERSITIES WILL BE INCORPORATED**

1. Process for selecting new members
2. Selection from 5 to 10 other universities to be part of the Tourism Online Academy
If you are interested in becoming a partner

The Tourism Online Academy is a reality thanks to our first partners

- Academic Institutions
  Other universities will be invited to participate in this initiative. Topics to develop will be assigned to each institution, making sure that high-quality online teaching standards are achieved and various subjects are covered.

- Governments and Public Institutions
  - Governments and public institutions can either sponsor the development of new training programs on specific topics of interest or the translation of current offerings into other languages.
  - Another way to participate is by granting scholarships for selected training programs to a specific audience in their country.

- The Private Sector
  - Companies can become corporate partners by sponsoring the creation of new content or granting scholarships to their staff or a selected audience.
Thank you