EXECUTIVE SUMMARY FOR POTENTIAL PARTNERS
There is a **HUGE NEED OF 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

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

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

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

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
The tourism industry is growing fast and UNDERGOING TRANSFORMATION

THE TOURISM INDUSTRY IS IN EVOLUTION AND GROWING AT AN ACCELERATED PACE

INTERNATIONAL TOURIST ARRIVALS BY WORLD REGION

Source: World Tourism Organization (UNWTO), 2019
THERE IS A NEED IN THE MARKET beyond what is available today

THERE IS A WIDE OFFERING IN ONLINE EDUCATION

BUT NONE FOCUSED ON THE TOURISM INDUSTRY NEEDS AND CONTEXT

900+ UNIVERSITIES

10,000+ MOOCs

100 M+ LEARNERS
Tourism Online Academy:

THE MISSION

To become the reference for first-class online training in the travel & tourism sector, destination management and hospitality industry with flexible courses that are affordable for everyone.
THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE TOURISM ONLINE ACADEMY?

The Tourism Online Academy is an online learning platform which will provide self-paced online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism, hospitality and destination management industries.

The vision is that participants will be able to study at their own pace and will have access to courses from top universities around the world at an affordable price.
THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE OFFERING?

All training programs will have two parts:

- **First Layer: Massive Open Online Course**
  The first layer includes a MOOC (Massive Open Online Course) and a MOOC completion certificate – this part of the training program is self-paced and has a maximum duration of 4 weeks (2hrs suggested per week).
  The MOOC content is free and those interested in gaining access to assignments, feedback and a MOOC certificate will have to pay 49€ + VAT.
THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE OFFERING?

All training programs will have two parts:

- **Second Layer: An Online Certificate Program**
  Following the completion of the MOOC (first layer), participants will have access to a more in-depth part of the training program in which a catalogue of multimedia tutorials, readings, videos and other learning materials such as articles, presentations and podcasts will be available.
  A proctored test at the end of this layer will certify the mastery of concepts needed to be awarded with a certificate.
  Only those who have received the MOOC certificate can continue onwards to the second layer of the learning journey. The price is 250€ + VAT which will grant access to the content, assignments, feedback and the test. This second part is also self-paced and has a maximum duration of 10 weeks (3 to 4hrs suggested per week).
PHASE I: set up the platform & launch the first online training powered by IE University

**FIRST LAYER**
- **SET UP THE PLATFORM**
  - Web page & enrollment process and course delivery platform
- **INTRODUCTION TO TOURISM-INDUSTRY MANAGEMENT**
  - Massive Open Online Course (MOOC)

**SECOND LAYER**
- **FUNDAMENTALS OF TOURISM-INDUSTRY MANAGEMENT**
  - Online Certificate Program

**MODULE 1** Strategy
**MODULE 2** Finance
**MODULE 3** Digital Marketing
**MODULE 4** Operations Management
**MODULE 5** Digital Transformation
## A FLEXIBLE MODEL for training in the tourism industry

<table>
<thead>
<tr>
<th>FIRST LAYER</th>
<th>Massive Open Online Course (MOOC)</th>
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<tr>
<td>FEATURES</td>
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<td><strong>SHORT VIDEOS WITH PROFESSORS AND EXPERTS</strong></td>
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<td><strong>READINGS, EXERCISES AND ACTIVITIES</strong></td>
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<td><strong>ASSIGNMENT AND MOOC CERTIFICATE</strong></td>
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<td>The content is free, participants pay for assignments &amp; certificate.</td>
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<td><strong>EFFECTIVE LEARNING EXPERIENCE WITH A MIX OF LEARNING RESOURCES</strong></td>
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<td><strong>VIDEOS, ANIMATIONS, MULTIMEDIA &amp; INTERACTIVE MATERIALS</strong></td>
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<tr>
<td></td>
<td><strong>ARTICLES AND READINGS ABOUT CONCEPTS AND INDUSTRY TRENDS</strong></td>
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- **100% online & flexible**
- **4 weeks** (2 hrs suggested per week)
- **10 weeks** (3-4 hrs suggested per week)
The founding partners:
THE UNWTO

- As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.
The founding partners:
IE UNIVERSITY

- Founded in 1973 as a business school today, IE University has 5 schools.
- International and diverse with more than 100 nationalities on campus.
- Top positions in international rankings.
- IE launched its first online MBA in 2001 and now it is ranked first in the world.
3 phases to scale

LAUNCHING THE INITIATIVE JOINTLY WITH IE UNIVERSITY IN THE UNWTO GENERAL ASSEMBLY

1. September:
   Web, platform and MOOC
   (Introduction to Tourism-Industry Management, by IE University)

2. November:
   Online Certificate Program
   (Fundamentals of Tourism-Industry Management)

3. Language: English

THE FIRST PROGRAM WILL BE AVAILABLE IN OTHER LANGUAGES

1. Selection of languages
2. Sponsorships

NEW ACADEMIC PARTNERS AND COURSES WILL BE INCORPORATED

1. Selection and announcement of between 5 and 10 universities
2. New courses developed separately by each Academic Partner and reviewed by the UNWTO Academy
The UNWTO Tourism Online Academy and the first course have already been launched. We are now seeking new partners.

PHASE 2 AND 3
If you are interested in PARTNERING

- **Academic Institutions**
  Only specific universities will be invited to participate in this initiative. Topics to will be developed by each institution and UNWTO, making sure that high-quality online teaching standards are achieved and various subjects are covered.
  - Universities receive 50% of the revenues generated from their respective courses

- **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.
  - Revenue sharing models are also possible depending on the participation and investment.
Academic Institutions

Only specific universities will be invited to participate in this initiative. Topics will be developed by each institution and UNWTO, making sure that high-quality online teaching standards are achieved and various subjects are covered.

Academic Partners will be selected on the basis of the following criteria and standards:

- **Geographical distribution** will be considered, the UNWTO Tourism Online Academy aims to feature Academic Partners from each continent.

- Having a **strong tourism programme** will be considered, especially if the institution has experience in the delivery of short courses and/or master programs. Programmes in complimentary fields will also be considered.

- **International recognition and awards** of the institution will be considered.

- **Online education expertise** of the institution will be considered. Online education includes online materials and MOOCs. In the case that an institution does not have experience in delivering this type of online courses, it should accept that IE University guide them during the online adaptation process.