



UNWTO

*Students
League*

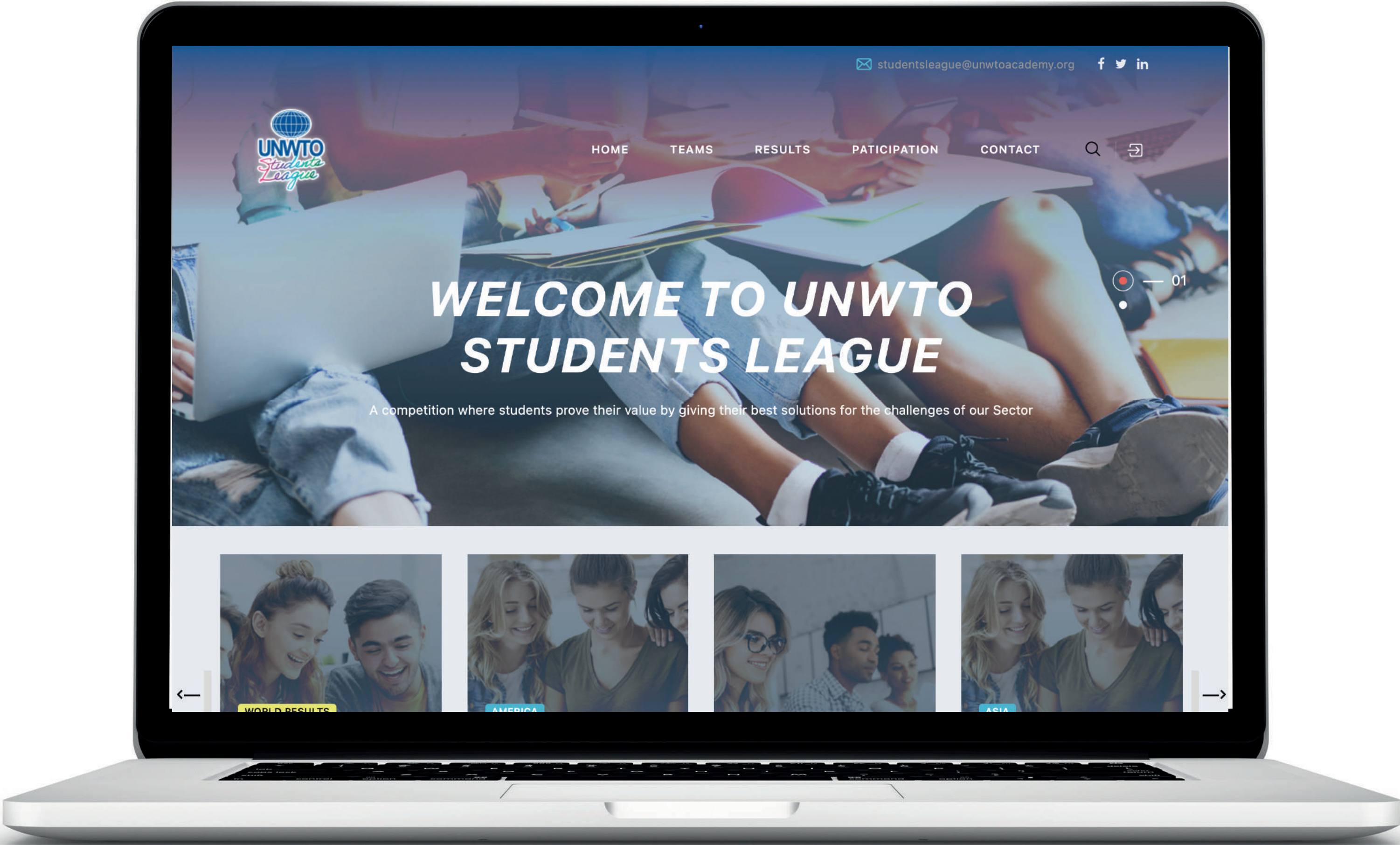
SUSTAINABLE RECOVERY ↔ QUALIFIED & HIGHLY ADAPTABLE HUMAN CAPITAL

UNWTO STUDENTS LEAGUE

- **bridging the gap** between **studies and realities of the tourism sector**
- **real-time experience / innovative sustainable solutions**
- **Increased perception tourism jobs**
- **cross-sector engagement**
- **Added Value** to Education and training Institutions
- **NTA, private sector support to SDGs & talent development**



UNWTO STUDENTS LEAGUE



2020 UNWTO STUDENT'S LEAGUE

GLOBAL LEAGUE



Hotels & Resorts | Restaurants & Bars | Cruises | Management Schools

MELIÀ HOTELS
INTERNATIONAL

- **Participation 62 from around the world**
- Online dedicated platform
- 4 monthly Challenges + 1 Final4 Competition
- Testimonials:
 - **Window of normality during Pandemic**
 - Experience & Knowledge

THE NETHERLANDS LEAGUE

- Single Hospitality Challenge
- Co created with NBTC & Association of DMOs
- 6 Teams



2021-2022 UNWTO STUDENT'S LEAGUE



SCALE UP

• 2021:

■ two single challenges:

- on Tourism for Rural development
- on a Plastics initiative solution

■ 4 categories:

- Middle School (age 11-13)
- High School (age 14-18)
- Tourism Undergraduates
- Tourism Master degrees

■ **Final4 Competition at GA in Marrakech**

• 2022:

- National Leagues (4 Challenges + Final 4) + Global Final



113 EXECUTIVE COUNCIL MADRID

18-19 JANUARY 2021



GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA, COMERCIO
Y TURISMO



UNWTO
World Tourism Organization



MADRID