UNWTO STUDENTS LEAGUE

SUSTAINABLE RECOVERY ↔ QUALIFIED & HIGHLY ADAPTABLE HUMAN CAPITAL

- 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
2020 UNWTO STUDENT’S LEAGUE

GLOBAL LEAGUE

- 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