UNWTO Education Strategy
Balance 2021 and roadmap 2022

Natalia Bayona
Director of Innovation, Education and Investments
Balance 2021
1. **Online education**
   UNWTO Tourism Online Academy for scalable training

2. **Offline education**
   UNWTO Executive Education for a global impact

3. **Added Value Jobs**
   through UNWTO Jobs Factory

4. **Quality Assurance**
   UNWTO Certifications and education monitoring
Online education

15,000+ students
191 countries
20 courses
3 languages

Top 5 source countries:
- India
- Spain
- Italy
- Colombia
- Qatar

Gender:
- Female: 57%
- Male: 43%

Marketing plan x 4 months:
- Page views: ↑ 39%
- Enrollments: ↑ 112%
Portfolio of courses

Massive Online Open Courses (MOOCs)
- Introduction to tourism industry management
- Introduction to international tourism and travel law

Open Certificate Programme (OCP)
- Fundamentals tourism industry management

Open Certificate Programme (OCP)
- Excellence in spa operations
- Maximizing spa profitability
- Hotel revenue management
- How to perform a hotel market analysis and valuation
Massive Online Open Courses (MOOCs)

› Artificial Intelligence (AI) in hospitality business and challenges opportunities
› How to become a restaurateur
› Mastering wine tasting

Open Certificate Programme (OCP)

› Customer experience

Massive Online Open Course (MOOC)

› Branding

Massive Online Open Course (MOOC)

› Sustainability
Massive Online Open Courses (MOOCs)

Challenges of the tourism industry
Scholarships programme

3,305 allocated in 2020-2021
2,000 have been awarded to Least

The Americas 23%
Europe 6%
Middle East 9%
Africa 36%
Asia and The Pacific 26%
Blog in tourism

10 articles since July 2021
Insights from world experts.

How can education and training systems contribute to structural changes in tourism?

Ana Paula Pais
Head of Education
Turismo de Portugal

Hospitality 2.0 or the role of innovation in the post-covid hospitality industry

Pablo García
Director, Innovation Hub
Les Roches
Online training

UNWTO | Innovation, Education & Investments

The Americas
- Argentina
- Colombia
- Chile
- Mexico

Europe
- Croatia
- Greece
- Italy
- Portugal

Africa
- South Africa

Middle East
- Egypt
- Saudi Arabia
- United Arab Emirates

partnering with Google

700+ trained tourism officials
4 editions covering 4 regions
Online challenge

partnering with Sommet Education

600+ applications
100+ countries

30 Master programmes scholarships for finalists

100.000 EUR total in Seed capital for 3 winners in the Future of Tourism World Summit

ChartOk
Software for teamwork at hotels
Spain

Searchef
Marketplace for gastronomic experiences
Ecuador

Join F&B Project
Inclusiveness for employees with disabilities
Lebanon
Stopping the brain drain

How innovation in education can empower tourism nations
Releasing the 1st Paper on Tourism Education

- Regional tourism education status
- Overall status of tourism education
- UNWTO Tourism Education Roadmap to Tourism Nations

2022
Programme of work 2022
UNWTO Knowledge Lab

- Legal innovation recommendations
- 1st UNWTO Tourism Professional Journey A to Z on how to build a professional path
- 1st International Tourism Academy in the Kingdom of Saudi Arabia
- National Tourism Education Centres with the support of UNWTO
- Tourism Tech Guidelines
Building our new tourism

1st Observatory on Quality of Tourism Education and Jobs
Added value data for decision making

UNWTO Tourism Online Academy
Lifelong learning studies through 62 online courses

<table>
<thead>
<tr>
<th>Today</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 courses - 3 languages</td>
<td>65 courses - 5 languages</td>
</tr>
<tr>
<td>15,000 + students</td>
<td>100,000 students</td>
</tr>
</tbody>
</table>
Launching a Scholarship Package for the Middle East

1,300 to be allocated to 13 Member States (100 each)
Thank you

Natalia Bayona
Director of Innovation, Education and Investments