2022 UNWTO Students League Kicks Off with National Competition in Switzerland

Madrid, Spain, 15 September 2022 - The World Tourism Organization (UNWTO) and the State Secretariat for Economic Affairs of Switzerland (SECO) have joined forces to launch the first National UNWTO Students’ League of the year.

The Students League is designed to promote local talent development and work with young people to design solutions for some of the most pressing challenges facing tourism. Throughout the competition, students will learn from top tourism experts both in their own countries and internationally. The participants’ efforts will be assessed by an international jury, and, after a first national level round, the League will then conclude with a Grand Global Final.

With the first two editions welcoming the participation of around 1,000 students worldwide, UNWTO and SECO are now partnering to foster young talent development in Switzerland through the first National 2022 UNWTO Students’ League-Switzerland.

As in past years where students from middle school to Master’s degree level created innovative sustainable solutions for global hot topics such as managing mass tourism, reducing single use plastics in accommodation and destinations, fostering rural development through tourism, creating digital communication solutions, inclusiveness, and many more, students from across Switzerland will now have a chance to prove why they need to be listened to by participating in the ‘Off the Beaten Track’ Challenge.

Registration is now open for the teams of undergraduate tourism and hospitality students from Switzerland – up to the age of 25 - and will close 4 October 2022. The winning team will be announced after the live Final4 competition, to be co-organized with the Zurich University of Applied Sciences (ZHAW).

To find out more and to register, visit https://www.unwto.org/students-league