Investing in People: a new journey in tourism education

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"To build the future, invest in People."

Zurab Pololikashvili
UNWTO Secretary-General
1

Tourism and Education

Current status and future perspectives
Tourism is the top employer of youth

The sector has had up to 50% of all its workers aged 25 years old or younger

1.2 billion people are 15 to 24 years old

38 Member Countries report

10% of youth unemployment

14% youth without completion of upper secondary education in 2022

- ILO (2013) - United Nations (s.f.) - OECD (August, 2023) - OECD (2023)
Which are the most attractive degrees?
Analysis based on Google data

1st place: Nursing
2nd place: Business
3rd place: Law

Tourism is not in the top 3 in any of the 99 countries of the study.

Senegal: The only country with Hospitality Management as the 2nd most popular major.

-University of the Potomac (2023)
World best education systems

United Nations Education Index (2022)

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Tourism education
Leaders in tourism higher education
QS ranking (2023)

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However, we still face **skills and salary gaps**: 

<table>
<thead>
<tr>
<th>European Union</th>
<th>United States</th>
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<tr>
<td><strong>Up to 25%</strong></td>
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<td>of the tourism workers have <em>low-level qualifications</em>.</td>
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<th>Weekly wages:</th>
<th>Tourism</th>
<th>All sectors</th>
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<tr>
<td>311 USD</td>
<td><strong>VS</strong></td>
<td>710 USD</td>
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The future: opportunities to be realized

By 2030, Edtech will

- Grow annually by 16.5%
- Reach 404+ USD billion

80% of tourism education programmes will be focused on hotel management

882,000 global tourism jobs per year will require vocational training until 2030

- Forbes (26 December 2022) -UNWTO (2022) -ILO (2022)
What should we do to ensure the sustainable development of tourism?
2

UNWTO journey in tourism education
UNWTO Journey in Tourism Education

- International Academies
- Quality Assurance
- Executive Education
- Online Education
- Higher Education
- High School
Are we ready for building tourism-led economies?

82% of the surveyed countries have not yet included tourism in secondary education.

Case studies by countries already teaching tourism at school level:

Colombia - Egypt - Jamaica - Portugal - Saudi Arabia - Switzerland - Cambodia

-UNWTO (2023) -Global Data (2023)
Higher Education

How to teach tourism for future leaders?

UNWTO modules
- UN Diplomacy & Tourism
- UNWTO Missions & Initiatives
- International tourism in transition

Different locations
- Madrid
- Lucerne
- Anywhere

Bachelor of Science in International Sustainable Tourism

1st cohort 2024

Developed by
UNWTO

Endorsed and funded by
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confédération Suisse
Online Education

How to scale up education together?

23,600+ students  |  39 courses  
♀️ 55%  |  3 languages

Top 5 nationalities
- India
- Spain
- Chile
- Colombia
- Saudi Arabia

Growing with the support of

UNWTO | Education
4 Executive Education

1,900+ people trained

20 partnerships for courses, Masters and Doctorates

5 Quality Assurance

221 programs from 79 institutions have been certified

41 Asia and the Pacific
20 Europe
15 The Americas
2 Middle East
1 Africa
Academies in collaboration with UNWTO

Kingdom of Saudi Arabia

Launched in the World Tourism Day 2023

THE RIYADH SCHOOL OF TOURISM AND HOSPITALITY
The Next Generation of Tourism

25,000+ students by 2030
10+ subsectors
80% vocational education
50+ vocational of programmes
Republic of Uzbekistan

**Education tracks**
- Hotels Operation and Innovation
- Hospitality Management
- Sustainable Destinations Management

**Programmes**
- Train the Trainers programme for **60 teachers**
- Retraining courses for **1,200 students**
Tourism EDUCATION:
Our present, priority and way forward to make tourism succeed as an economic sector
Investing in People: a new journey in tourism education

Natalia Bayona I Executive Director