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
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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

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)

Iceland (0.93)
Norway (0.93)
Finland (0.93)
New Zealand (0.93)
United Kingdom (0.93)
Germany (0.94)
Singapore (0.92)
Australia (0.92)
Ireland (0.92)
Denmark (0.92)

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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**:

- **European Union**
  - Up to 25% of the tourism workers have low-level qualifications.

- **United States**
  - Weekly wages:
    - Tourism: 311 USD
    - All sectors: 710 USD

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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 are 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?
UNWTO journey in tourism education
UNWTO Journey in Tourism Education

- International Academies
- High School
- Quality Assurance
- Higher Education
- Executive Education
- Online 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
Confederația Ţării
Online Education

How to scale up education together?

23,600+ students  55%  39 courses  3 languages

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

Growing with the support of Ministry of Tourism
4 Executive Education

- UNWTO Academy
- 1,900+ people trained
- 20 partnerships for courses, Masters and Doctorates

5 Quality Assurance

- UNWTO tedQual
- 221 programs from 79 institutions have been certified
  - 41 Asia and the Pacific
  - 20 Europe
  - 15 The Americas
  - 2 Middle East
  - 1 Africa

Growing with the support of

Govern d'Andorra
6 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

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