UNWTO Member States need the right tourism human capital base that meets current and future market demands and, ultimately, enhances competitiveness and sustainability of tourism destinations.

Therefore, tourism development in UNWTO Member States needs a human capital base that is....
Abundant: the right volume of human capital available at all skill levels and in all sub-sectors and job families of tourism.

Highly qualified: human capital with the right type and level of education, training and experience

Highly motivated and with the right attitude: in order to deliver exceptional experiences to visitors.

Able to gain the economic benefits from tourism: through meaningful, quality jobs with clear and visible career path opportunities in the sector.
UNWTO will reinforce its efforts in this field, by concentrating all Education, Training, and policy recommendation efforts under one unique umbrella: UNWTO.ACADEMY

UNWTO.ACADEMY will concentrate all Education, Training and policy recommendation efforts, integrating the existing the State-of-the-art knowledge in UNWTO and aggressively developing new partnerships for knowledge generation and training delivery.
• Disseminate **UNWTO knowledge** through THCD activities.

• Strengthen competitiveness and sustainability of our UNWTO Members States by improving the **quality of Education Institutions, DMOs and professionals** through courses and certification.

• Develop capacities to **enhance decision-making** and overcome emerging **challenges** affecting the tourism sector.

• Generate robust and sustainable **financial resources** to carry out its mandate.

• Provide **more opportunities** of quality education, knowledge development, experience-sharing and training to **tourism professionals**.
#1 Capacity Building through Executive Training Programmes (Courses, Workshops, Seminars)

#2 Online Training
Develop a new Strategy for reaching a broad number of participants worldwide

#3 Associated International Centers
That will work as Hubs for delivering UNWTO Capacity Building activities

#4 UNWTO.TedQual Certification
To continue ensuring Quality Standards in Tourism Education and Training

#5 UNWTO.Quest Certification
Needs assessment and Training provision at DMO Level
Capacity Building through Executive Training Programmes

Courses, Workshops and short Seminars should be expanded making the most of internal synergies, as well as new partnerships and the establishment of International Centers associated to the UNWTO.ACADEMY
UNWTO ACADEMY

Executive Trainings
Master Courses
Postgraduates
Workshops
Seminars
Conferences
Think Tanks

themis.unwto.org

4 Regions
Americas, Africa, Europe & MENA

1480 Participants

108 Nationalities
in 2017

19 Initiatives
19 November - 21 November 2017
UNWTO - UAE Tourism Leadership Programme 2017 Theme:
Digital Marketing in Tourism
Programme, Funded & Sponsored by The Ministry of Economy of the UAE, Dubai
visitUAE

1 May — 3 May 2018
UNWTO & UAE Leadership Programme in Partnership with MODUL University Dubai
Innovative Approaches to Destination Branding

BROUGHT TO YOU BY

Organizer

Education Partner
Seminario de la OMT en Calidad, Innovación y Gestión en Gastronomía

Viajar por el gusto

Hotel Holiday Inn
Fray Luis Beltrán y Gardelitoa - Córdoba, Argentina
2 de octubre de 2017 (08:30 horas)

Inscripciones Aquí!

Ministerio de Turismo
Presidencia de la Nación

Curso y conferencia de la OMT en Argentina sobre
La gastronomía como factor de atracción turística
Ushuaia, Tierra del Fuego - 24-29 septiembre 2017
UNWTO Sub-regional Capacity Building Course

Tourism Marketing: from Product to Experience

Accra, Ghana · 12-17 October 2017
UNWTO Practicum sur
La Comunicación de Crisis en Turismo
9-16 July 2017 Madrid (Espagne) - Escaldes-Engordany (Andorra)

Curso de la OMT en Paraguay:
Rutas turísticas para el desarrollo comunitario
Asunción - 08-12 October 2017

UNWTO/CTO Workshop on Sustainable Tourism Destination Management & Marketing

Register Now!
Saint Lucia
6-9 December 2016

For more information: Caribbean Tourism Organization Tel: 246-4276242
benfield@cctravels.com / www.caribbeantourism.org
Online Training

With appropriate partnerships and investments this area of activities could undergo faster expansion, substantially increase and diversify the UNWTO.Academy scope and be self-financed
Somos Anáhuac • Líderes de Acción Positiva

Facultad de Turismo y Gastronomía

Maestría en Gestión de Destinos Turísticos Anáhuac-OMT

UNWTO
En colaboración con la OMT
UNWTO.TedQual Certification

Quality Certification System for Education and Training Programmes in Tourism

The objective of this programme is to improve the quality of tourism education, training and research programmes. To this end, evaluation criteria were defined to measure the efficiency of its academic system as well as the degree of inclusion of the students into the tourism industry and whether the students’ needs are fulfilled, among other aspects.
UNWTO.TedQual

207 certified programmes from 35 countries
UNWTO.TedQual by Regions

A UNWTO Quality Assurance Certification

- **36** Americas
  - 10 Institutions
  - 36 programmes
- **03** Africa
  - 02 Institutions
  - 03 programmes
- **03** Middle East
  - 02 Institutions
  - 03 programmes
- **53** Europe
  - 14 Institutions
  - 53 programmes
- **106** Asia & Pacific
  - 07 Institutions
  - 106 programmes
- **06** International
  - 03 Institutions
  - 06 programmes

UNWTO - a Specialized Agency of the United Nations
UNWTO.TedQual Events

REGISTER NOW!
23 March 2018 - Principality of Andorra

Networking Meeting

UNWTO.TedQual Seminar
Cairo, Arab Republic of Egypt - 5 May 2018

Sun Yat-Sen University, China
UNWTO.TedQual Conference
2017
UNWTO.QUEST Certification

Quality Certification System for Destination Management Organizations

The purpose of the UNWTO.QUEST programme is to promote quality and excellence in tourism Destination Management Organizations (DMOs) regarding the planning of tourism development, management and governance, with the support of education and training courses.
Destination Management Organizations

01 Initial Self-Assessment
- Registration
- Online Self-Assessment
- Pre-Audit

02 Improvement Process
- Improvement Plan
- Training
- Certification Request

03 UNWTO.QUEST Audit and Certification
- Audit
- Validation by Advisory Board
- Certification

UNWTO - a Specialized Agency of the United Nations
International Centers Associated to the UNWTO.Academy

The International Centres will work as Hubs for delivering UNWTO Capacity Building activities, and, at the same time, ensure a constant flow of training activities in all regions.
International Centers Associated to the UNWTO.Academy

- UNWTO face-to-face training activities would be carried out periodically in international training units associated with the UNWTO.Academy.

- Training activities could be set up both within an educational/training institution that has the UNWTO.TedQual certification and at the request of a UNWTO Member State.

- Their minimum expected annual activity is: 2 regional courses (3 or 5 day each) and 4 short seminars (half-a-day), all of which would be directly supervised by the UNWTO.Academy.
CONCLUSIONS

A solid brand
- UNWTO.Academy

Scalability
- International centres in collaboration with UNWTO.Academy
- Online expansion
- Partnerships (IATA, Unesco, Amadeus, etc.)

Financial Viability
- Face-to-face, online and blended courses.
- Quality assurance certification
- Associated international centres
- Sponsoring programmes
Muchas Gracias!

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