

World Tourism Organization

# UNWTO ACADEMY



## Human Capital Development in Tourism

*EC108 – May 2018*

**Omar Valdez**

UNWTO.Themis Foundation  
Executive Director

- 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....

Background

**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.

## Background

From  
UNWTO.Themis  
To  
UNWTO.Academy

- 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



## UNWTO.Academy Goals

- 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**.

## PRIORITIES

**#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

#1



Executive Trainings  
Master Courses  
Postgraduates  
Workshops  
Seminars  
Conferences  
Think Tanks





UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY

**MODUL DUBAI**  
UNIVERSITY  
Expanding Horizons



19 November - 21 November 2017

**UNWTO - UAE**  
Tourism Leadership Programme  
2017 Theme:

## Digital Marketing in Tourism

Programme Hosted & Sponsored by  
The Ministry of Economy of the United Arab Emirates

THEMIS

EMIRATES HOST  
TOURISM DEVELOPMENT PROGRAMME

UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY

الإمارات العربية المتحدة  
الوزارة الاقتصادية

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

Sponsor

Organizer

Education Partner



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY

THEMIS  
World Tourism Organization

**MODUL DUBAI**  
UNIVERSITY  
Expanding Horizons





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

**Viajar por el gusto**

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

Inscripciones  
**Aquí!**

















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

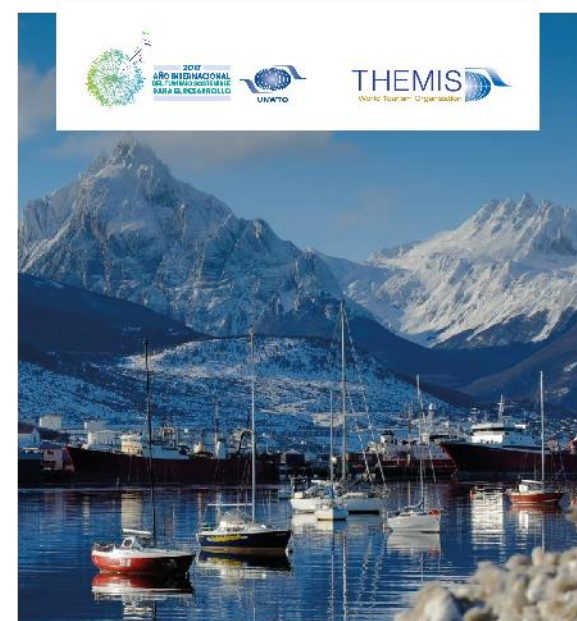
**Viajar por el gusto**

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










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



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



REPUBLIC OF GHANA

THEMIS  
Tourism to them Capitalism



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



THEMIS  
World Tourism Organization



SECTUR  
SECRETARÍA DE TURISMO



## Curso de la OMT en México: **Estrategias de Turismo Sostenible para el Desarrollo Local**

Guadalajara, Jalisco · 04-08 Septiembre 2017



JALISCO  
ES MÉXICO



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



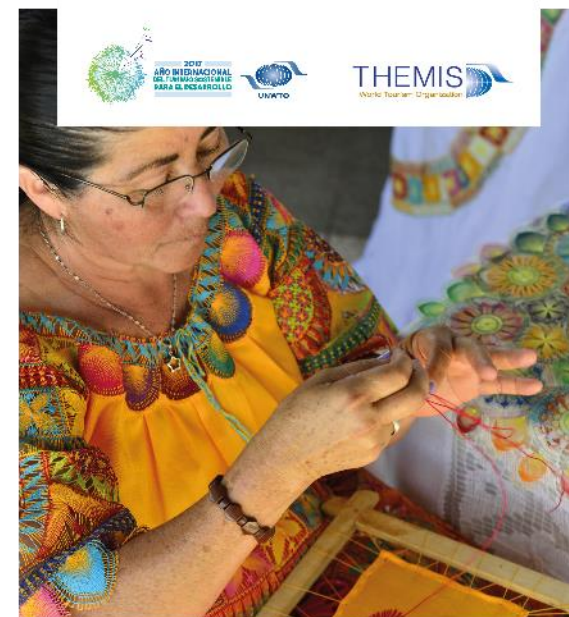
THEMIS  
World Tourism Organization

## Conferencia **“Tendencias y Perspectivas en el Año Internacional del Turismo Sostenible”**

Sala de Cine “Guillermo del Toro”, Instituto Cultural Cabañas  
4 Septiembre 2017, 18:00-20:00 horas







## Curso de la OMT en Paraguay: Rutas turísticas para el desarrollo comunitario

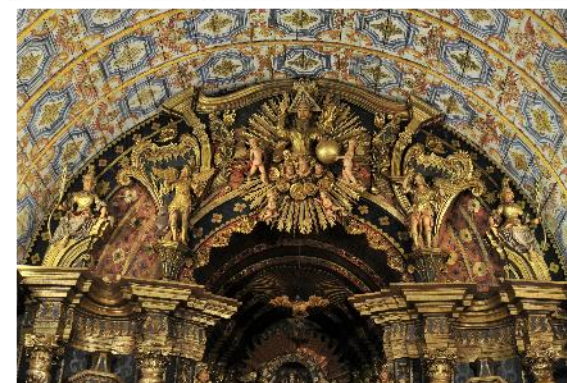
Asunción • 08-12 octubre 2017



TETÁPY  
JEMÉCHAUKA  
MINISTERIO  
NACIONAL  
DE TURISMO



TETÁ REKUÁI  
GOBIERNO NACIONAL  
INSTITUTO PARAGUAY DE TURISMO  
GOBIERNO DE LA REPÚBLICA



# 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

#2



# Tourism as a Path to International Cooperation & Sustainable Development

Washington DC, USA - November 05 -10, 2017

## ONSITE COURSE

Presented by



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



**THEMIS**  
World Tourism Organization

**THE GEORGE  
WASHINGTON  
UNIVERSITY**

WASHINGTON, DC



UNWTO

# Tourism as a Path to International Cooperation & Sustainable Development

## ONLINE COURSE

Presented by

**THEMIS**  
World Tourism Organization

**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

Somos Anáhuac • Líderes de Acción Positiva



**Anáhuac**  
México Norte

Facultad de  
Turismo y Gastronomía

Maestría en  
**Gestión de Destinos  
Turísticos Anáhuac-OMT**



Posgrados  
**Anáhuac**  
*Sobre que hay más*

# Postgraduate Diploma in Mountain Destination Management

October 2018 - June 2019





# 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.

#3

# UNWTO.TedQual



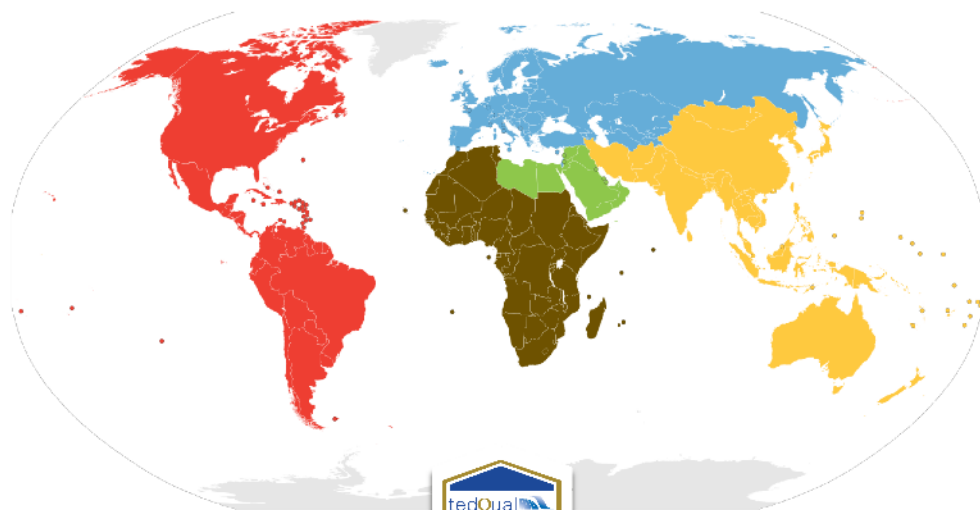
**207 certified programmes from 35 countries**

UNWTO - a Specialized Agency of the United Nations



# 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.TedQual Events



Sun Yat-Sen University, China

# 2017

# UNWTO.TedQual Conference

**REGISTER NOW!**

20 March 2018 - Principality of Andorra

**tedQual**  
UNWTO.THEMIS



## Networking Meeting



**tedQual**  
UNWTO.THEMIS

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



# UNWTO.Quest Certification

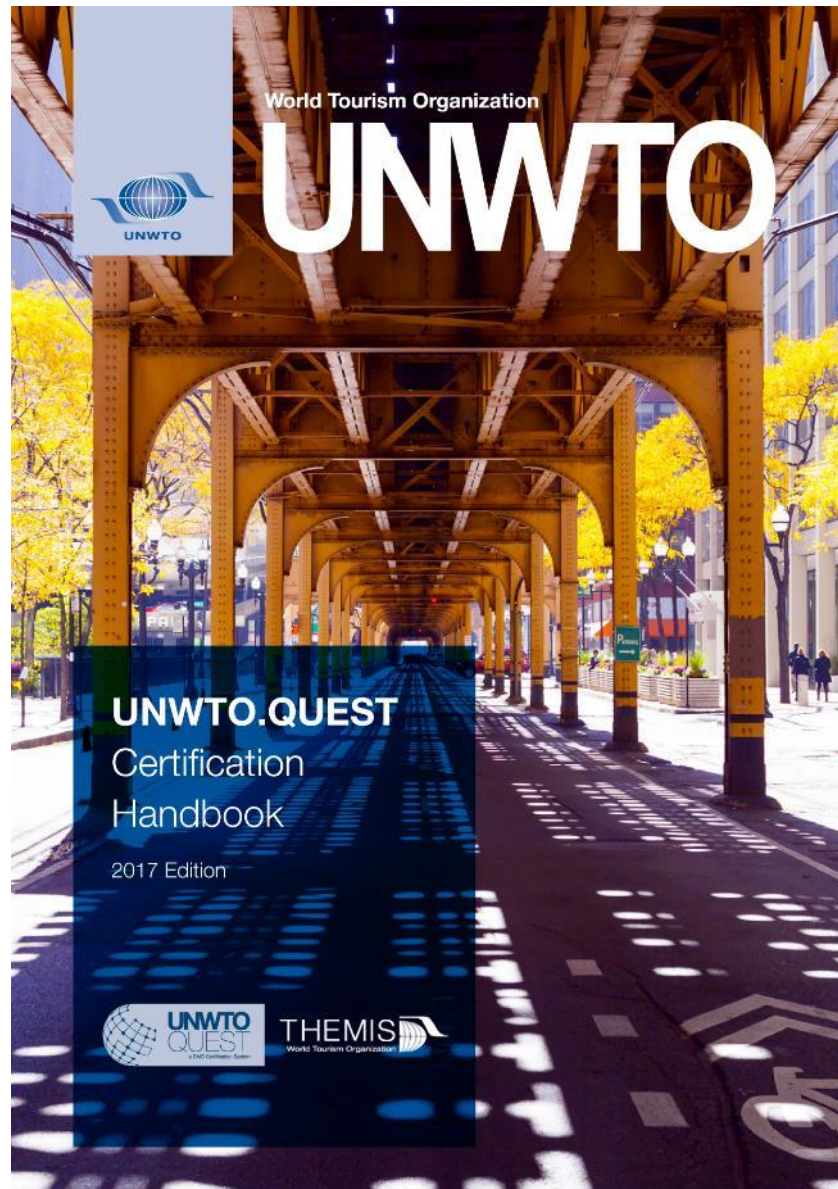
## Quality Certification System for Destination Management Organizations

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.

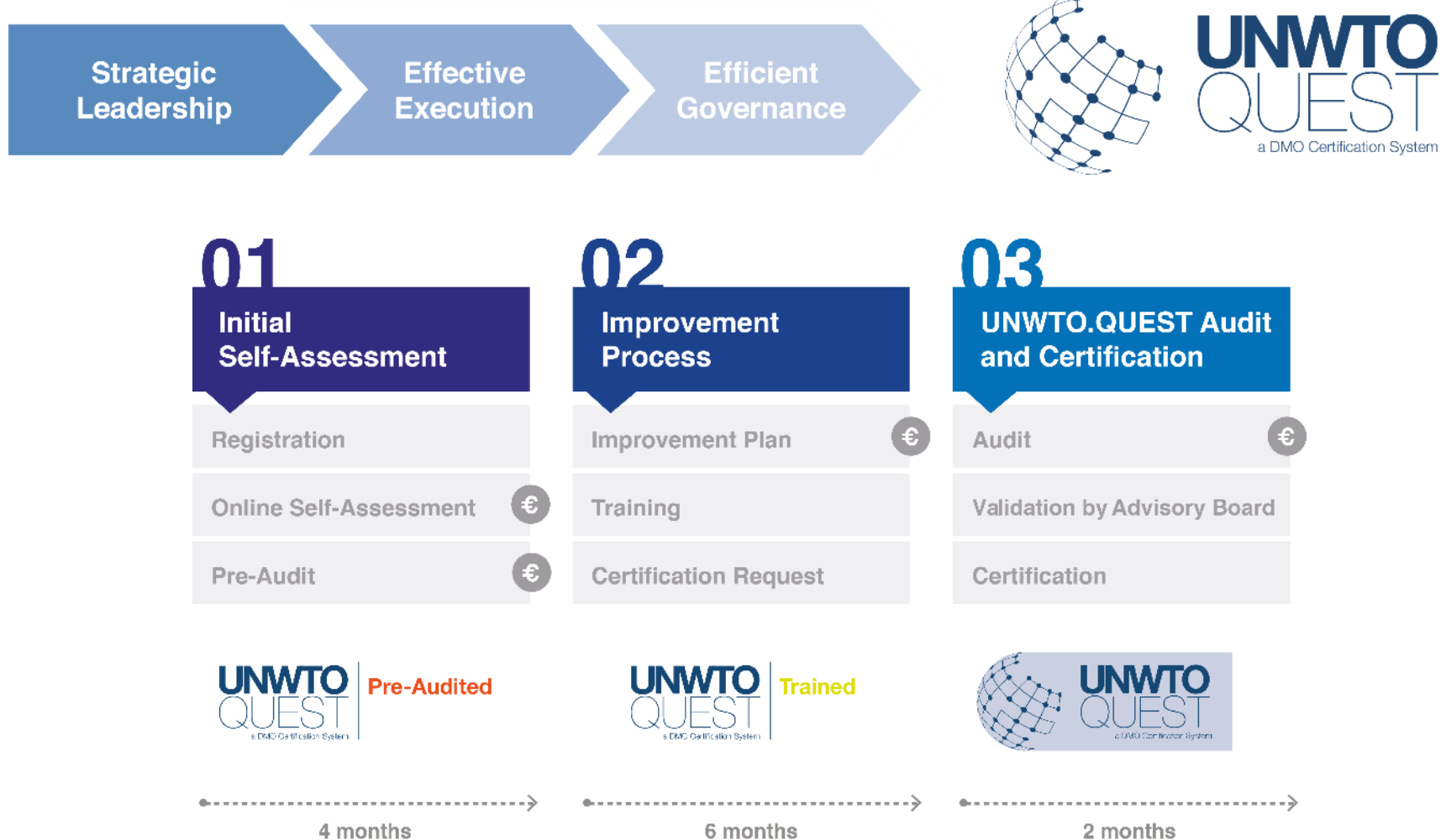
#4



# UNWTO.QUEST



# Destination Management Organizations



## 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

#5



## 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.

#5

## 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

World Tourism Organization

# UNWTO ACADEMY

Muchas  
Gracias !

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