FUTURE HOSPITALITY SUMMIT

UN TOURISM EDUCATION GUIDELINES

Luis Nicolás Barrios,
Regional Manager, Innovation, Education and Investments at UN Tourism

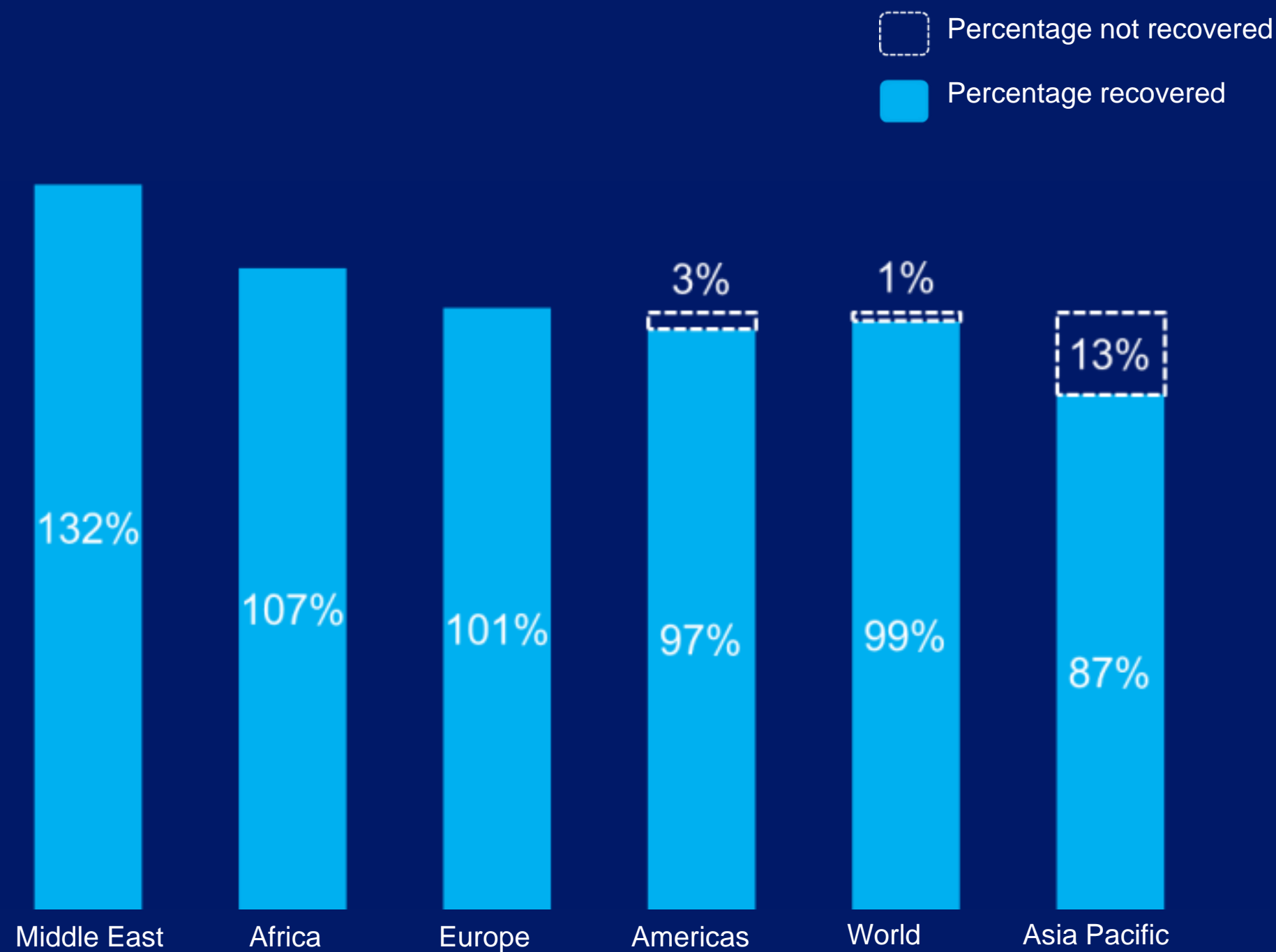# Latest tourism data

World Tourism Barometer
January 2025

UN Tourism

Recovery of international tourist arrivals
Percentage of 2019 levels recovered in 2024

Percentage not recovered

Percentage recovered

	Middle East	Africa	Europe	Americas	World	Asia Pacific
Not recovered				3%	1%	13%
Recovered	132%	107%	101%	97%	99%	87%

Note: Africa is considered as the 51 members of the Commission for Africa of UN Tourism, including: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Eritrea, Eswatini (the Kingdom of), Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Togo, Tunisia, Uganda, United Republic of Tanzania, Zambia, Zimbabwe.
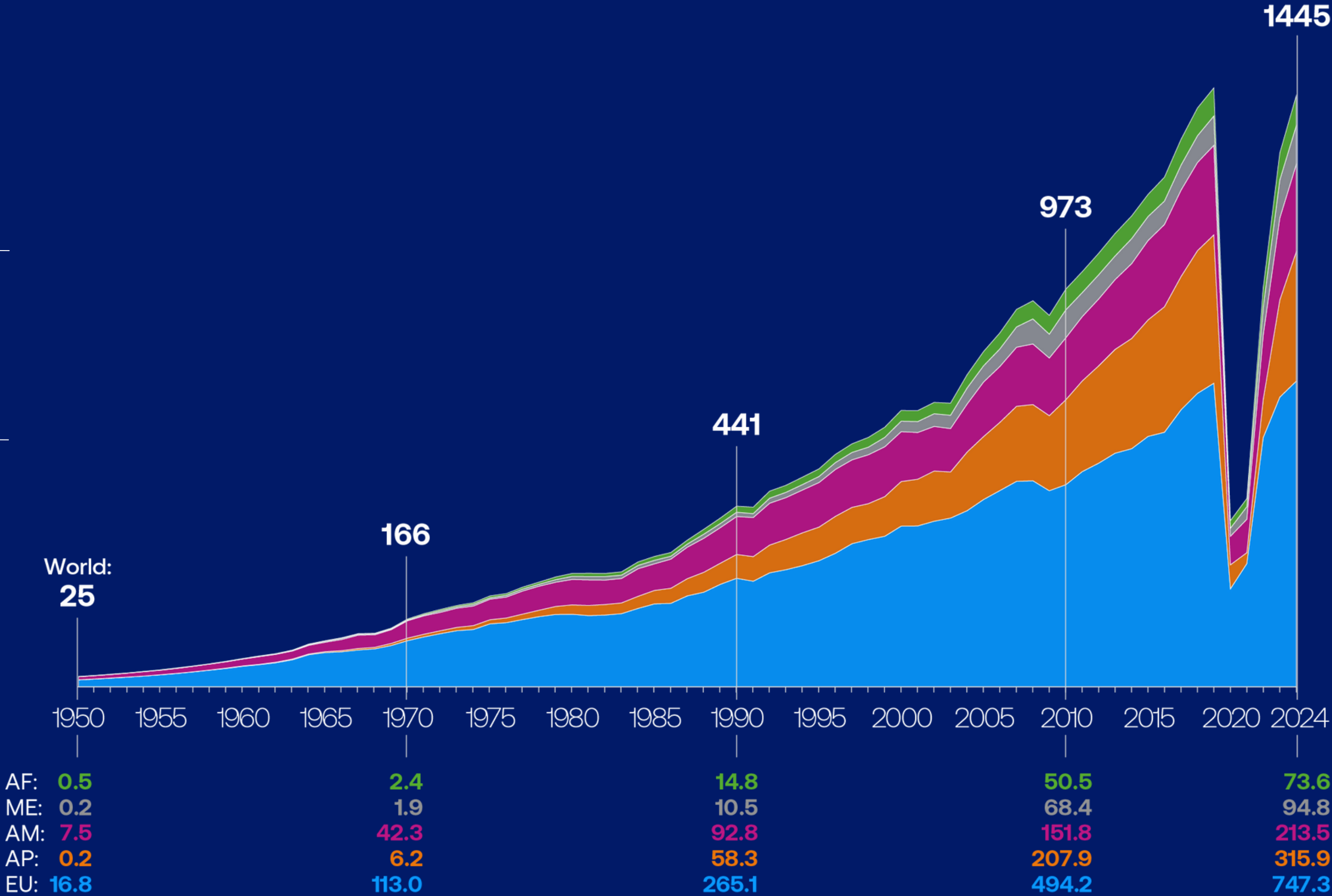
UN Tourism

International tourist arrivals, 1950-2024*

(millions)

Legend:
- Africa (AF) — green
- Middle East (ME) — grey
- Americas (AM) — magenta
- Asia Pacific (AP) — orange
- Europe (EU) — light blue

World: 25 — 166 — 441 — 973 — 1445

	1950	1970	1990	2010	2024
AF:	0.5	2.4	14.8	50.5	73.6
ME:	0.2	1.9	10.5	68.4	94.8
AM:	7.5	42.3	92.8	151.8	213.5
AP:	0.2	6.2	58.3	207.9	315.9
EU:	16.8	113.0	265.1	494.2	747.3

UN Tourism

UN Tourism Panel of Experts Survey

What are the main **challenges** that international tourism will face in **2025**?

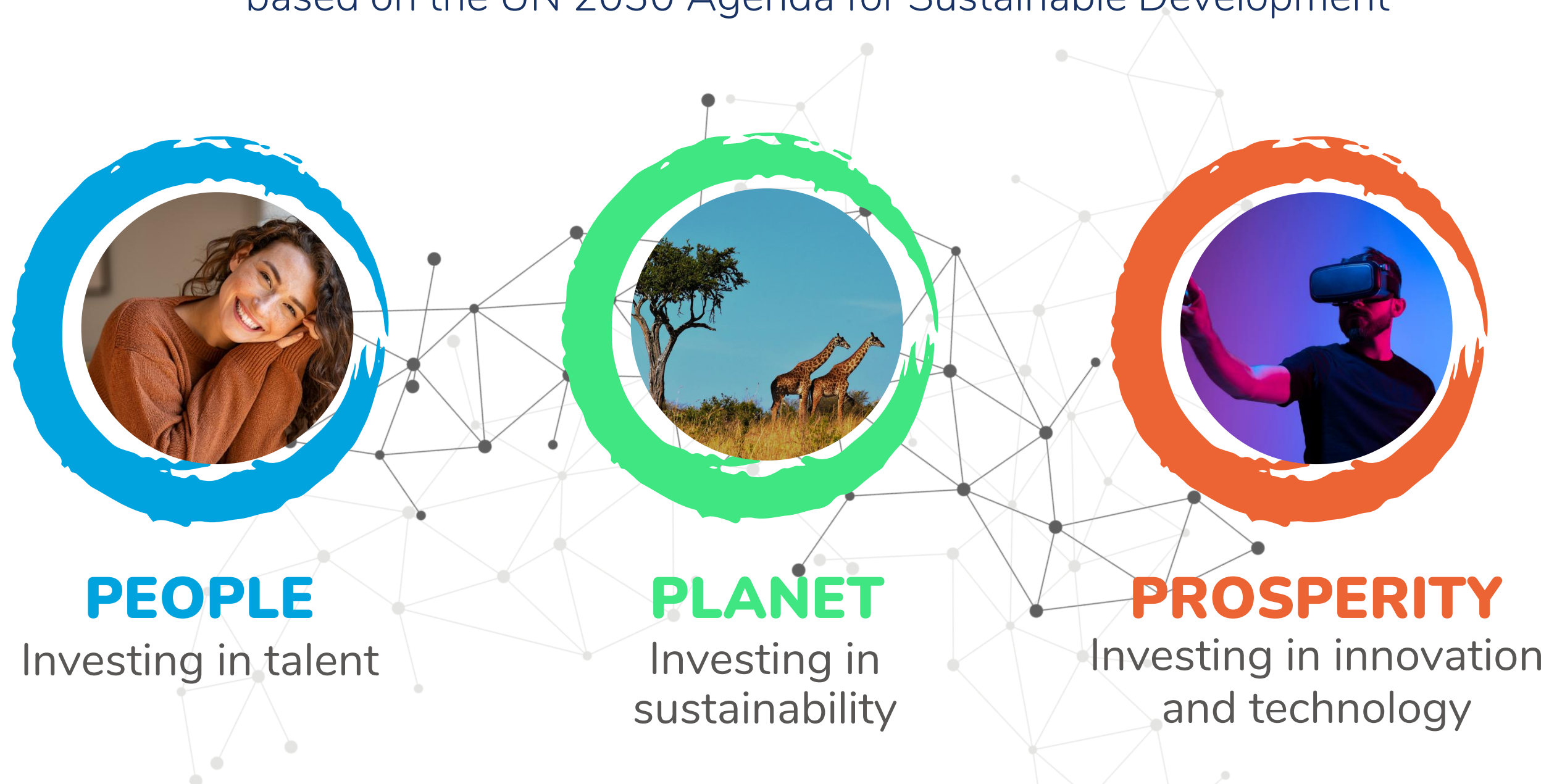Source: UN Tourism Panel of Experts Survey (January 2025)

Factor	%
High transport and accommodation costs	58%
Other economic factors	51%
Other geopolitical risks	31%
Extreme weather events	28%
Staff shortages	22%
Low consumer confidence	20%
Travel requirements	19%
Visitor congestion issues in destinations	17%
Airport congestion, flight delays, cancellations	12%
The Russian offensive on Ukraine	10%
The Hamas/Israel conflict	10%

New comprehensive investment framework

based on the UN 2030 Agenda for Sustainable Development

PEOPLE
Investing in talent

PLANET
Investing in sustainability

PROSPERITY
Investing in innovation and technology

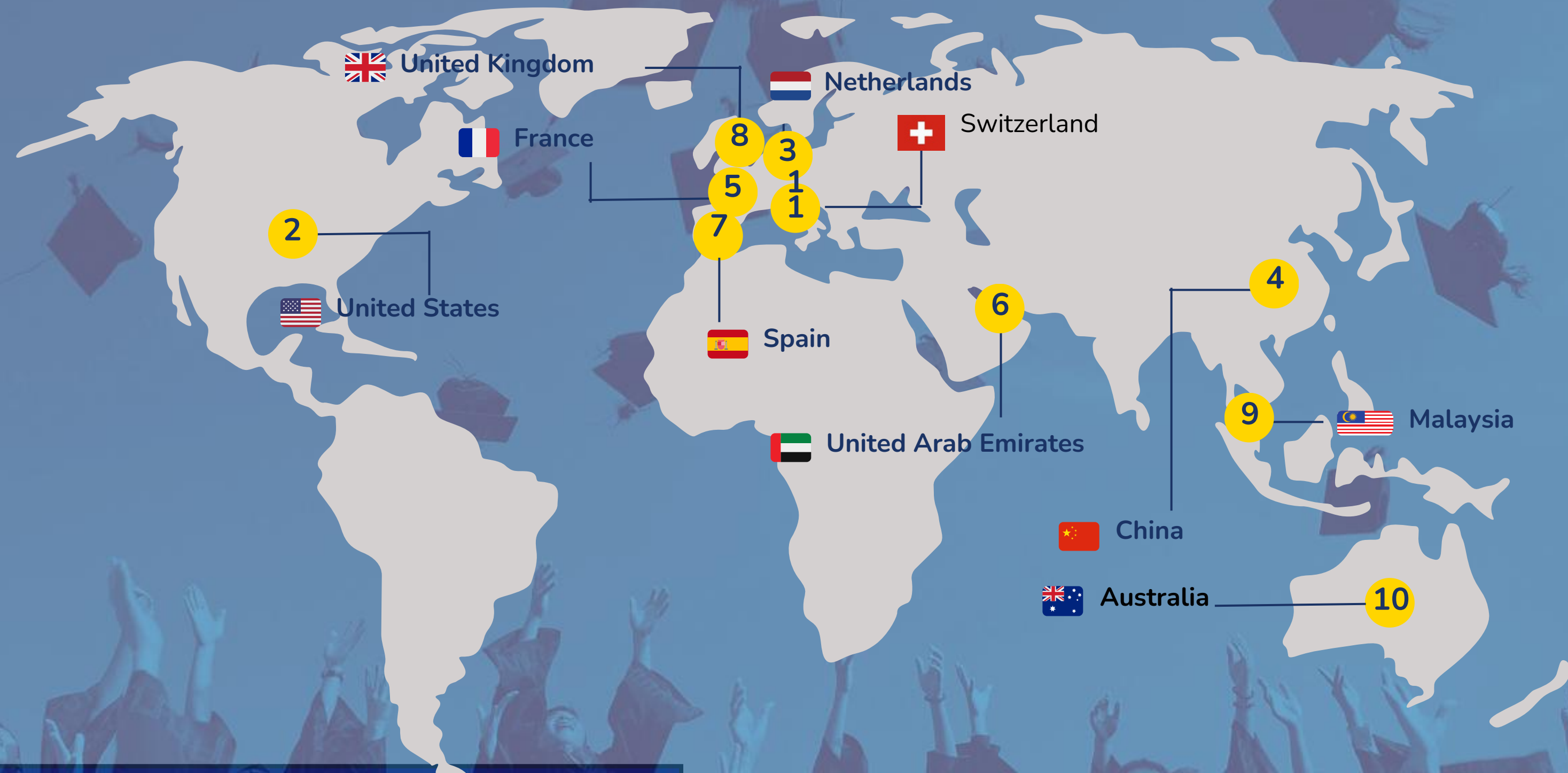UN Tourism Investment Strategy based on the UN 2030 Agenda for Sustainable Development: UN Declaration, 25-27 September 2015.

PEOPLE

16% of the world's population are **young people.** However, more than **1 in 5 of** them were not in education, employment or training in 2020.

- **50%** of tourism workforce worldwide is **youth**, aged 25 or younger

- **882,000** tourism jobs worldwide per year will require **vocational training by 2030.**

-United Nations (n.d.). -ILO (2022). -European Commission (July 2022). EU guide on data for tourist destinations. Prepared by PWC, Intellera Consulting, Carsa and Universitas Malacitana for the European Commission. -ILO (2022). -Ministry of Tourism of the Kingdom of Saudi Arabia.

United Kingdom

Netherlands

Switzerland

France

8

3

5

1

7

2

United States

Spain

4

6

9

Malaysia

United Arab Emirates

China

Australia

10

Tourism education

Leaders in Hospitality & Leisure

Management

QS World University Rankings (2023) [05-04-2024]

Tourism Education Guidelines

UN Tourism Education Guidelines: *7 Comprehensive Guidelines*

Objectives

* Roadmap and frameworks for tourism education

* Recommendations to mainstream tourism education in Member States' national agendas and policies

* Increase access to tourism education through sustainable, inclusive and innovative educational and professional pathways

* Create clear connections between education and employment for tourism careers

* Update tourism education curricula to meet current and future market demands

UN Tourism Education Guidelines: *7 Comprehensive Guidelines*

1 Increase Access to Tourism Education

Courses, Webinars and Digital Resources that compiles different online education and training units on different topics, created and offered by UNWTO or partner institutions and experts.

3 Integrate Tourism Education into Secondary School Curricula

Vocational tourism education and practical tourism experience opportunities should be incorporated into existing secondary school systems. Integrating training, internships, and tourism educational materials into existing programs will help establish a pipeline for trained vocational tourism workers into the workforce.
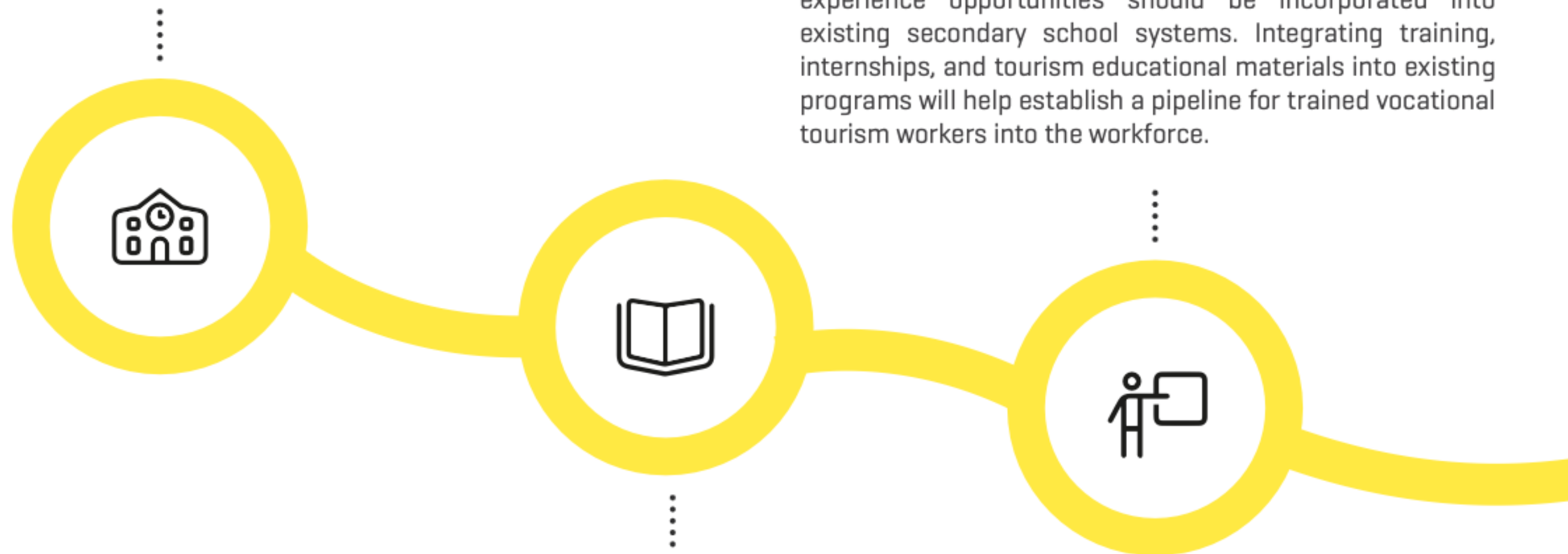
2 Update Tourism Curricula

Tourism-focused curriculums aim to scale up courses to respond to the rapidly changing tourism sector due to digititalization and global pandemics such as COVID-19

UN Tourism Education Guidelines: *7 Comprehensive Guidelines*

5 Standardize Certifications

One of the key components to drive the connection between education to employment is the standardization of tourism certifications.

7 Connect Tourism Graduates with Employment Opportunities

Enable both: job seekers and corporations or governments looking for talent to connect in the tourism sector.

4 Innovate Undergraduate and Graduate Tourism Education

Possible new majors could include: Tourism Data Science, Tourism Education Policy, International Relations and Tourism Studies, Public Policy and Tourism, and Tourism Business Management

6 Expand Tourism Education Quality Assurance

To ensure the quality of tourism education, training, and research programs.

UN Tourism Education Guidelines

10 Increase Access to Tourism Education

How

- Online Education
- Quality accessible tourism education programmes

UN Tourism Resources

- UN Tourism Online Academy
- UN Tourism E-Library
- International Academies in collaboration with UN Tourism
- Scholarships

Key topics

- Tourism Destinations Management
- International Tourism Law
- Artificial Intelligence
- Food & Beverage
- Hotel Revenue Management Branding
- Sustainability
- Customer Experience

Case Study - *Increase Access to Tourism Education*

Tourism Online Academy | UN Tourism

AI Tutor and Feedback

AI
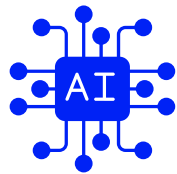
40,000+ students

17 partners

50 courses

5 languages

3,390 scholarships

handed to **Africa** since November 2024

INNOVATION AND TECHNOLOGY MANAGEMENT IN TOURISM AND HOSPITALITY

English

مقدمة في إدارة قطاع السياحة

تعتبر هذه فرصة رائعة للطلاب لتنمية معارفهم الأساسية حول مفاهيم الإدارة المتبعة على قطاع السياحة.

Arabic

INNOVACIÓN TURÍSTICA

Spanish

En savoir plus →

VOTRE PARCOURS VERS UNE GESTION ÉNERGÉTIQUE PLUS DURABLE

Découvrez la gestion énergétique durable pour les professionnels de l'hôtellerie avec des conseils pratiques pour réduire la consommation d'énergie et suivre les émissions.

French

了解详细内容 →

酒店与旅游导论

通过这门全面的在线课程，了解旅游和酒店业的基础知识，其全球重要性以及可持续实践。

Chinese

Access the UN Tourism Online Academy here

Case Study - *Increase Access to Tourism Education*

Future Initiatives on International Academies in collaboration with UN Tourism

* Advancing in **Zambia the ZITHS Mukuni International Academy for Tourism and Hospitality**.

* Advancing **in Zimbabwe** the establishment of **Culinary Arts Academy** in collaboration with UN Tourism.

* Advancing **in Dominican Republic** the establishment of the **INFOTEP International Academy** in collaboration with UN Tourism.

Case Study - *Increase Access to Tourism Education*

Samarkand International Academy in collaboration with UN Tourism 🇺🇿

Education tracks

- Hotels Operation and Innovation
- Hospitality Management
- Sustainable Destinations Management

Programmes

- **Tourism Faculty Development Programme (TFDP)**
  3-year programme for **60 teachers**
  - First track currently ongoing (20 teachers)

- **Retraining courses** for **1,200 students**
  - First track to be launched in April **2025**
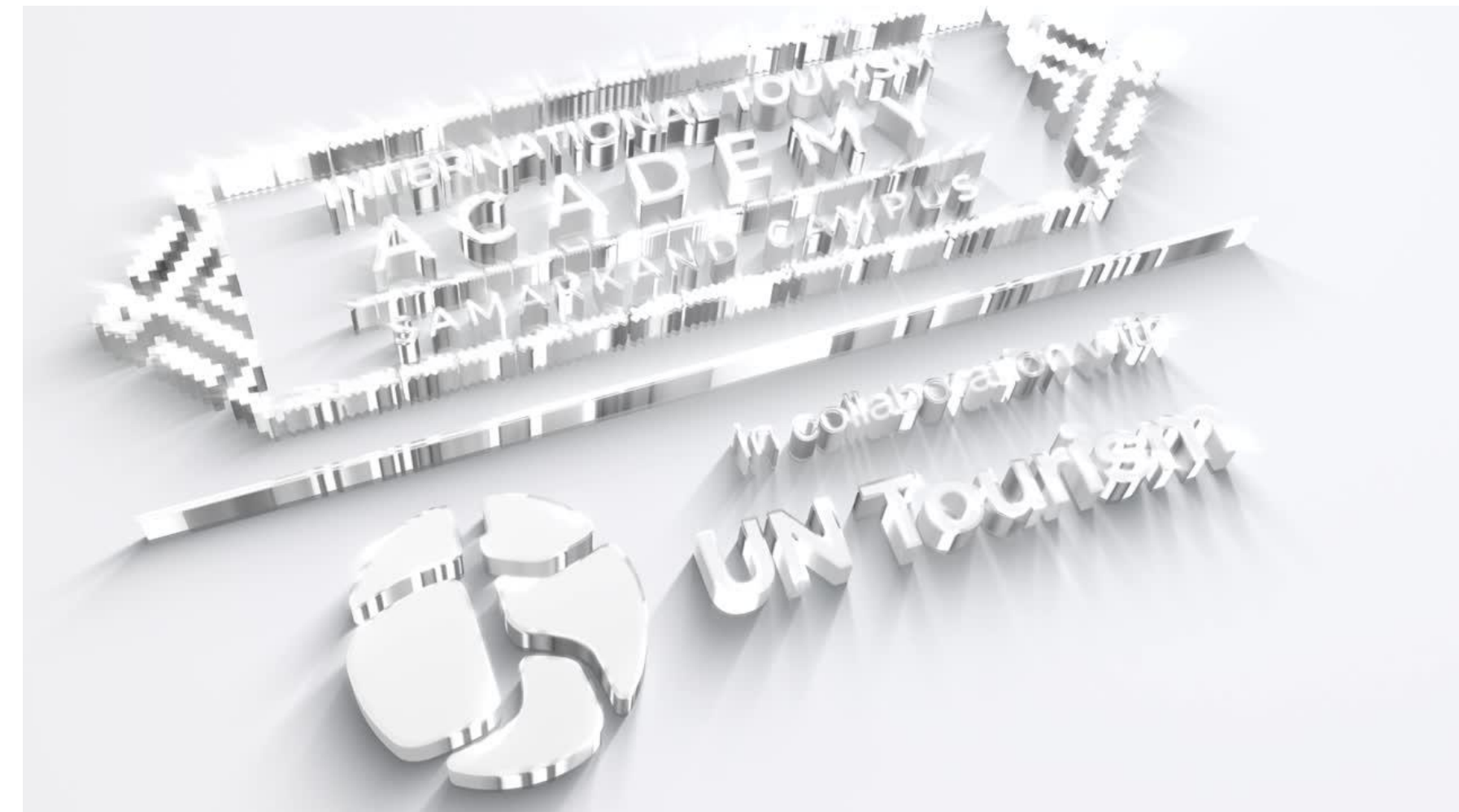
Access the Samarkand International Academy **here** and enroll to current courses! https://tourism-academy.uz/

UN Tourism Education Guidelines

2 **Update Tourism Curricula**

Sub-sectors curricular

- Diversification of curricula taking into account all the subsectors of the tourism industry value chain

New trends curricular

- Upscale courses to build solid digital and risk management skills in the post- COVID-19 era
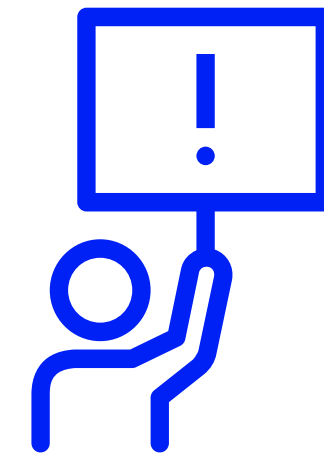
Industry needs-based curricular

- Alignment between academia and the private sector for marketable tourism professional profiles

Case Study - *Update Tourism Curricula*

The Hong Kong Polytechnic University – School of Hotel & Tourism Management (shtm)

Columbia College, United States of America

Tourism and hospitality updated curriculum focused on digital skills development and big data analytics

Bridge the gap between hospitality, tourism theory and industry practice

Update of Hospitality, Tourism and Event Management Programme

Tangible tools and concrete capacities aligned with the needs of the industry

UN Tourism Education Guidelines

3 Integrate Tourism Education into Secondary School Curricula
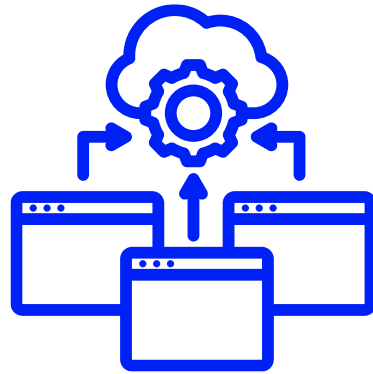
Integration

- Incorporate vocational tourism education and practical tourism experience into secondary school systems
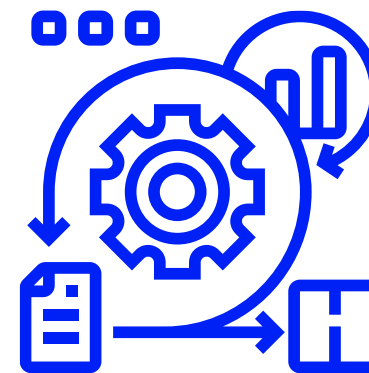
Methodologies

- Use innovating training methodologies following new tourism trends
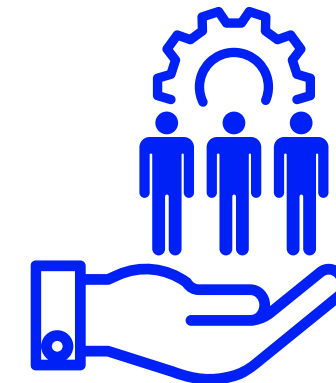
Workforce connection

- Establish a pipeline for trained vocational tourism workers into the workforce.

UN Tourism Education Toolkit for High Schools

Are we ready for building tourism-led economies?

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

Now **inviting Member States** to develop a curated **Implementation Plan** in collaboration **with UN Tourism**

Access the Toolkit here

-UN Tourism(2023) -Global Data (2023)

Zambia Case Study - *Integrate Tourism Education into Secondary School Curricula*

Raise awarness and sensitize students from primary and secondary schools

Protection and conservation of wildlife and national cultural heritage

Professionalization of students in the tourism sector

Contribute to build, capacitate and benefit local tourism workforce

UN Tourism Education Guidelines

4 Innovate Undergraduate and Graduate Tourism Education

Curricular

- Multidisciplinary and cross-cutting majors for undergraduate and graduate tourism programmes

Key Topics

- Tourism Data Science
- Sustainable Tourism
- Tourism Education Policy
- International Relations and Tourism
- Public Policy and Tourism
- Tourism Business Management

Case studies - *Innovate Undergraduate and Graduate Tourism Education*

Bachelors of Science in International Sustainable Tourism

First cohort: 30 students

Uzbekistan   Kazakhstan   Georgia   Italy   Switzerland   Saudi Arabia

Developed by   UN Tourism   HSLU Lucerne University of Applied Sciences and Arts

Endorsed and funded by   Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

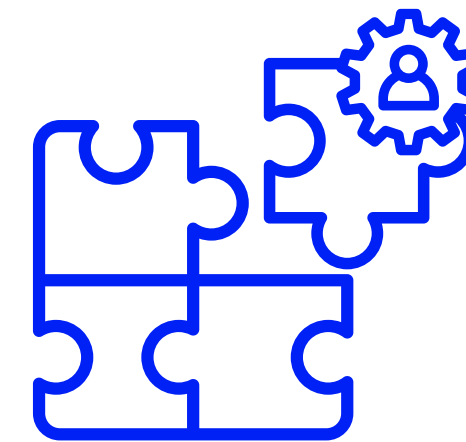**Different locations**   Madrid   Lucerne   Anywhere

UN Tourism Education Guidelines

5 Standardise Certifications

Industry connection

- Better drive the connection between education and employment in the tourism sector

Employability through Quality Education

- Increase access to tourism careers through globally recognised tourism certificates

Case studies - *Standardise Certifications*

The Ministry of Tourism and the Ministry of Education, Brazil

Development of two plans to support training, education and life-long learning in tourism

1. National Policy of Tourism Qualification (PNQT)

2. Methodology to implement the PNQT and design programmes for national tourism qualifications

UN Tourism Education Guidelines

Expand Tourism Education Quality Assurance

Auditing & Quality

- Ensure the quality of tourism education, training and research programmes

Industry Standars

- Raise tourism industry standards and performance to expand its competitiveness

Case studies - *Expand Tourism Education Quality Assurance*

UN Tourism TedQual Certification System

Set of evaluation criteria universally applicable to any institution

Measure the efficiency of the applicants academic system and their degree of incorporation of the tourism industry

UN Tourism Academy
CERTIFIED Tourism Programme
TedQual Quality in Education

293 programes from **114** institutions have been certified

64% Asia and the Pacific
21% Europe
13% The Americas
1.4% Middle East
0.34% Africa

Growing with the support of Govern d'Andorra

UN Tourism Education Guidelines

Connect Tourism Graduates with Employment Opportunities

Job Connection

- Connect tourism graduates with jobs through matchmaking platform (UN Tourism Jobs Factory)

Career development & advancement

- Career development, training and better incentive programmes for talent acquisition and retention

Inclusive workforce

- Build inclusive, participative management cultures to enhance human resources development

Case studies - *Connect Tourism Graduates with Employment Opportunities*

Tourism Trailblazers, Saudi Arabia

Equip and capacitate 100,000 young Saudis with key hospitality skills for tourism careers

New Human Capital Development Strategy to train future global leaders

Tourism Human Capital Roundtable, Chile

Public-private entity bringing together sub-sector of tourism, hotel and gastronomy

Develop and strengthen human capital in tourism

UN Tourism

Thank you

lnbarrios@untourism.int