

## **UNWTO Commission for the Middle East**

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### **5- 2019, Year of Education, Skills and Jobs UNWTO Academy Report**

#### **I. Tourism Education, Skills and Jobs – a key objective towards the 2030 Agenda**

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1. The main action lines of the 2018-2019 Programme of Work approved by UNWTO Members at the 22nd General Assembly fully converge with the scope of the 2030 Agenda in placing tourism at the forefront of development.
2. It has become critical to position tourism as a policy priority a) by strengthening policies and governance structures to ensure a resilient and well-defined framework for sustainable tourism development strategies and b) by building better policies and institutions.
3. UNWTO should lead in knowledge creation and policy, by guiding the development of adequate tourism polices and standards, maximizing the socio-economic value of the sector and minimizing its possible negative effects on the economy, the society and the environment.
4. Tourism can be a powerful vehicle to promote and reach the milestones of the ambitious 2030 agenda, given that it is one of the major sectors in the global economy, namely in international trade, and a major job and wealth creator for developed and developing countries - at different skills levels, for often marginalised sectors of society such as young people and women, and in areas where other opportunities are scarce.
5. It is for these reasons that tourism is well acknowledged as a valuable tool in alleviating poverty as employment within the sector can provide income and experience and therefore contribute to a person's social inclusion and individual development. It also contributes in a major way to the long-term sustainability and competitiveness of destinations, where local people are employed and trained and income flows directly to the local economy.
6. Tourism is a people-based sector that depends not only on professional skills but also interpersonal skills of the workforce for the delivery of the more and more diverse travel experiences expected by the travellers. When planning the development of tourism human capital base, it is important also to note that the human capital needs of the tourism sector today are not the same as the human capital needs of 2030 will be. We will see the emergence of new types of tourism businesses, products, services and professions, requiring different competencies, knowledge and personality attributes. Meeting the new demands will require concerted efforts from all stakeholders, public, private and academia members and this is where UNWTO is taking a leading role this year to help ensure these synergies.

## II. Programmatic priorities

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7. The five priorities set in the Management Vision (document CE/108/5(b) rev.1) are as follows:

Priority 1: Make tourism smarter: innovation and the digital transformation

Priority 2: Grow our competitive edge: investments and entrepreneurship

Priority 3: Create more and better jobs: education and employment

Priority 4: Build resilience and facilitate travel: safe, secure and seamless travel

Priority 5: Protect our heritage: social, cultural and environmental sustainability

8. The present document focuses on **Priority 3: Create more and better jobs: education and employment.**

### **UNWTO Year of Education, Skills and Jobs**

9. The increase in Tourism figures creates a unique setting for stakeholders to sit around the same table to work and advance together towards bigger benefits for people and communities.
10. The human capital needs of the tourism sector today are not the same as the human capital needs of the future.
11. We need to invest and create quality job opportunities in tourism to meet current and future market demands. This will enhance the competitiveness and sustainability of tourism destinations.
12. UNWTO Secretary-General has declared 2019 as the UNWTO Year of Education, Skills and Jobs.

### **UNWTO.Academy**

13. As one of the pillars under this priority, UNWTO has rebranded the UNWTO.Themis Foundation created 20 years ago as [UNWTO.Academy](#). This Education and Training Department carries out all the Education and Training activities under the programme of work of UNWTO and these will include the creation of international centres and an online education and training platform to improve skills, education and specialized training programmes.
14. During this transition period, the UNWTO Academy is being very active, offering training sessions and courses on different issues (see Annex I): sustainable destination management, governance for local development, designing a promotional strategy, tourism and circular economy, digital transformation, etc.

### **Tourism education**

15. Strengthening Members' capacity in tourism education is one of the areas of work of the UNWTO Academy, that will offer a) onsite courses tailor made to the needs of the Member States and through the International Centres associated to the UNWTO Academy – UNWTO global training hubs - that will enable UNWTO to have a permanent offer in education and training worldwide, as well as b) online courses on a UNWTO Academy platform that is presently being built. The content of these courses are, and should be, co-created with leading UNWTO Members (both Private and Academia Members) and, in the case of the online courses, they will be lodged and implemented by the Academia members through the UNWTO platform (planned to be launched in 2019).

16. Fostering Members sustainability and competitiveness through the two UNWTO quality seals – UNWTO. TedQual and UNWTO Quest programmes - is a priority for the UNWTO Academy.

#### **Job creation**

17. UNWTO aims also at supporting Members in the development of frameworks and policies that enable job creation. A first step is to create active and strong working groups with the participation of all industry stakeholders from the public and private sector (leading companies and Academia) to establish the current needs of the Industry and write-up, jointly with the UNWTO operative departments, policy papers and content for specialized education and training courses to be delivered by the UNWTO Academy.
18. In line with this, UNWTO will advance research on the impact of tourism on jobs and the future of work in the sector. As requested at the 8th Meeting of the G20 Ministers of Tourism held in Argentina, a report on the subject will be presented by UNWTO at the 9th Meeting to be held in Japan, in October 2019.

#### **Talent development and image of employment in tourism**

19. The work of the Organization can be illustrated by a regional seminar that took place in the Middle East (Egypt) and that discussed policies and strategies to address key issues in the region such as a) the creation of quality jobs and closing the decent work deficit, b) skills development, c) the stimulation of youth employment and women participation in the tourism labour market and d) supporting tourism MSMEs for economic growth and job creation.
20. With the main aim to encourage stronger ties between Public, Private and Academia Members as well as reinforce the image of decent jobs in Tourism, the UNWTO Academy has also carried out several national Tourism Education Quality Seminars in which participants have learnt more about the quality standards of the UNWTO TedQual Certification programme for Tourism Education and Training programmes and have learnt about others experience in this field.
21. In addition, UNWTO is actively working on Talent Development initiatives to be launched in 2019: Talent Development Platform, Talent Development Forums (including a Student Careers' Day) and a World Tourism Students League as well as initiatives to better include all the main players in UNWTO Conferences.
22. In this regard UNWTO is looking at the possibility of developing online classes in tourism innovation to promote capacity-building in tourism, in collaboration with IE Business School.

**Annex I: List of UNWTO Academy Activities**


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**January - December 2018**

<b>February</b>			
	5Feb– 19Mar	UNWTO/GWU University Online Course on “Tourism as a Path to International Cooperation & Sustainable Development”	Online (with GW University)
<b>March</b>			
	20	UNWTO. TedQual Networking Meeting	Principality of Andorra
<b>April</b>			
		Inscripcion of Agencia Córdoba Turismo to UNWTO.Quest Certification Programme	
<b>May</b>			
	1-3	UNWTO-UAE Executive Training Workshop on “Innovative Approaches to Destination Branding”	Dubai, United Arab Emirates
	5	UNWTO.TedQual Seminar	Cairo, Egypt
	8-9	44th Meeting of the UNWTO Commission for the Middle East UNWTO Regional Conference on Human Capital Development in Tourism: New Perspectives	Sharm el Sheikh, Egypt
<b>July</b>			
	9-14	2 Modules for the Master Degree “Maestría en Gestión de Destinos Turísticos Anáhuac, México “ Marketing de destinos turísticos Desarrollo turístico sustentable	Mexico, Onsite
<b>September</b>			
	5	International Seminar on “El turismo ante los retos de la Calidad y Sostenibilidad”	Cordoba, Argentina
	12	UNWTO.TedQual Seminar Brasilia	Brasilia, Brazil
	24	International Seminar on “Gobernanza Turística, un factor clave para el desarrollo de destinos”	Cordoba, Argentina
	17-21	UNWTO.QUEST: Tourism Governance for Local Development	Corrientes, Argentina
	18Sept – 30 Oct	UNWTO Training Programme on Tour Guiding	Manama, Bahrain

<b>October</b>			
	Oct. 2018 – July 2020 23-28	UNWTO-UOC Master course on “Strategy and Sustainable Management of Tourism Destinations” at the Open University of Catalonia UNWTO Training Programme in the Kingdom of Bahrain on “WFTGA Train the Trainer”	Online, Spain  Manama, Bahrain
<b>November</b>			
	5-9	UNWTO course - Tourism and Digital Transformation: Impact on the Development of the Tourism Model	Zacatecas, Mexico
<b>December</b>			
	3	UNWTO.TedQual Seminar Japan with Wakayama University UNWTO.QUEST for Punta del Este Convention Bureau (Uruguay) (March 17 to December 18)	Tokyo, Japan Punta del Este, Uruguay