



World Tourism Organization

# UNWTO

## Tourism and Education

Tourism's success as a service sector depends largely on quality, so a skilled and motivated workforce is crucial. **Tourism is first and foremost a people business**, and the quality of the dealings between the tourist and tourism sector personnel has become one of the most important components of the overall tourism experience.

**Education and training are key factors in sustainable tourism development**, providing people at all levels of ability with the relevant skills to assume active responsibility. Yet the study of tourism is relatively new and important gaps remain between available education and training and the real needs of the sector. At the same time, new challenges have emerged, requiring on-going training of those already working within the sector.

## Did you know?

- The UNWTO.TedQual certification is the only quality certification at the international level issued by UNWTO for tourism education, training and research programmes.
- Since 2007, 50 members of the UNWTO.Volunteers Corps have been working on tourism development projects around the world, making a real difference to the lives of local communities.

## The work of UNWTO

The **UNWTO.Themis Foundation** is the body responsible for UNWTO's work in the field of education and training, offering UNWTO Member States education and training-related assessment, strategic guidance and specialized training to increase the competitiveness and sustainability of their tourism sectors.

The UNWTO.Themis Foundation, based in Andorra, has four main programmes:

The **UNWTO.Strategy** programme assists the governments of UNWTO Member States to identify their tourism education and training needs and develop strategies that effectively address these needs.

The programme undertakes an assessment of the strengths and weaknesses of national tourism education and training systems and, based on this analysis, prepares a strategic document with recommendations and plans for improvement. This assessment is also carried out for the institutions responsible for tourism in the country, identifying areas for improvement and strengthening their capabilities.

Through the **UNWTO.Capacity** programme, UNWTO offers a number of training courses for tourism officials and experts from its Member States. These practical and interactive courses are taught by UNWTO experts and/or UNWTO-certified educational institutions and are tailored to meet the specific needs of the students.



As part of this programme, the UNWTO.Themis Foundation also organizes an annual UNWTO Practicum; a specialized training course on tourism-related issues exclusively for tourism officials from Member States. The Practicum allows tourism officials to advance their knowledge on a specific topic while becoming familiar with the different activities of UNWTO.

The **UNWTO.Volunteers** programme trains graduates and young professionals in tourism as a tool for poverty reduction and development. By the end of 2010, over 160 postgraduates had received training on tourism for development. From among those successfully completing the University Course in Tourism and International Cooperation for Development, a selection of students

make up the UNWTO.Volunteers Corps and work on UNWTO projects around the world. Volunteers apply the knowledge and expertise obtained from their training to make a real difference to the lives of local communities.

The **UNWTO.TedQual** programme measures the effectiveness of the tourism education, training and research programmes of the educational institutions of UNWTO Member States. Once certified through the programme, these institutions form part of an extensive network of UNWTO.TedQual Certified Institutions which carry out joint research work, student and professor exchanges and offer mentoring to tourism educational institutions in developing countries.



## FURTHER READING AND RESOURCES:

**UNWTO.Themis Foundation** - [themis.unwto.org](http://themis.unwto.org)

**UNWTO.Strategy** - [themis.unwto.org/sites/all/files/docpdf/strategy-en.pdf](http://themis.unwto.org/sites/all/files/docpdf/strategy-en.pdf)

**UNWTO.Capacity** - [dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/cap-en\\_0.pdf](http://dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/cap-en_0.pdf)

**UNWTO.Volunteers** - [dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/volunteers-en\\_0.pdf](http://dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/volunteers-en_0.pdf)

**UNWTO.TedQual** - [themis.unwto.org/sites/all/files/docpdf/tq-en.pdf](http://themis.unwto.org/sites/all/files/docpdf/tq-en.pdf)