



Upskilling Education

Innovation, Education and Investments Department

Critical overview

Tourism landmarks, challenges and opportunities



Landmarks



1.5 billion
arrivals reached
in 2019

UNWTO (2020)



7%
of global
exports

UNWTO (2019)



1/10
jobs worldwide
are in tourism

UNWTO (2019)



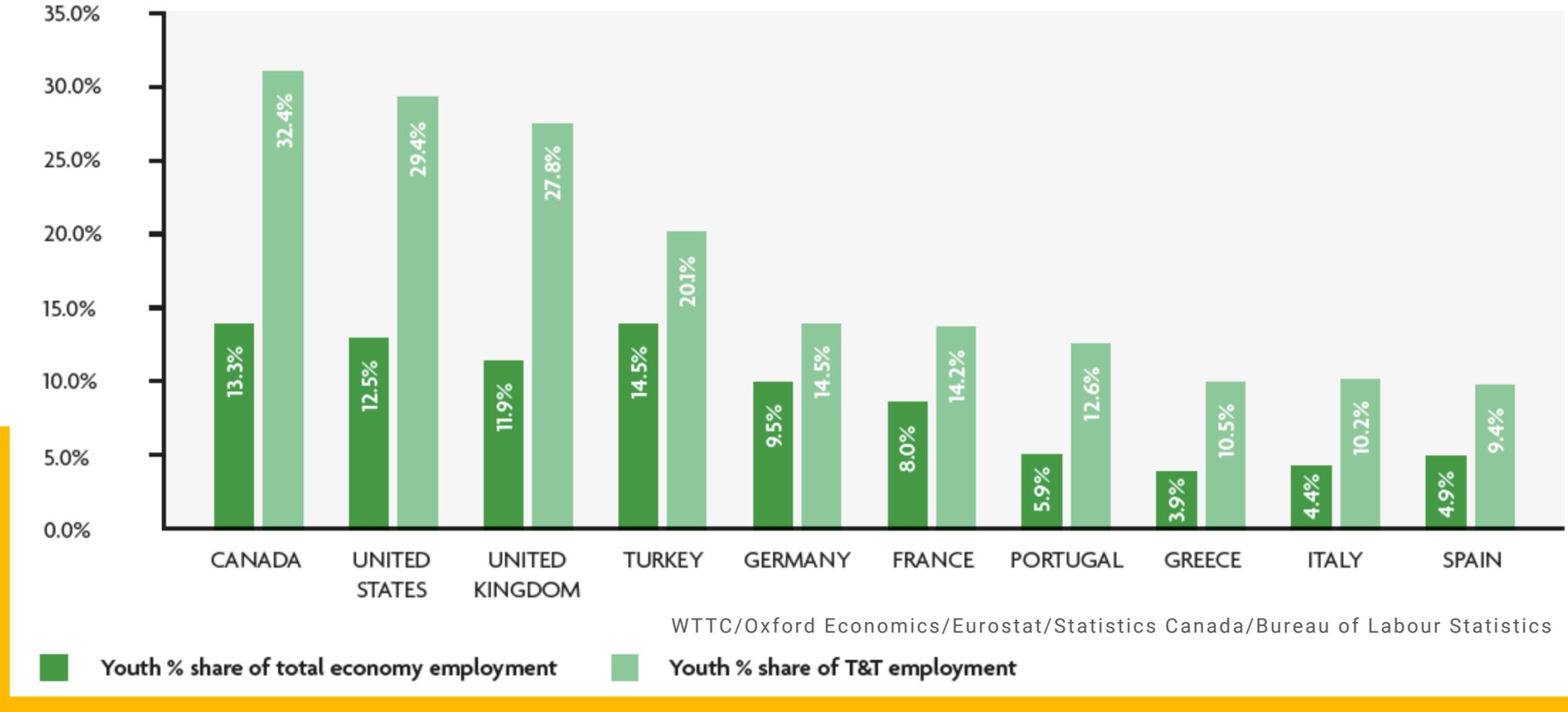
54%¹ of people
employed in tourism
are women **vs 39%**²
in the broader economy

¹ UNWTO (2019)
² World Bank (2019)

Lead contributor for employment and inclusiveness

Youth employment

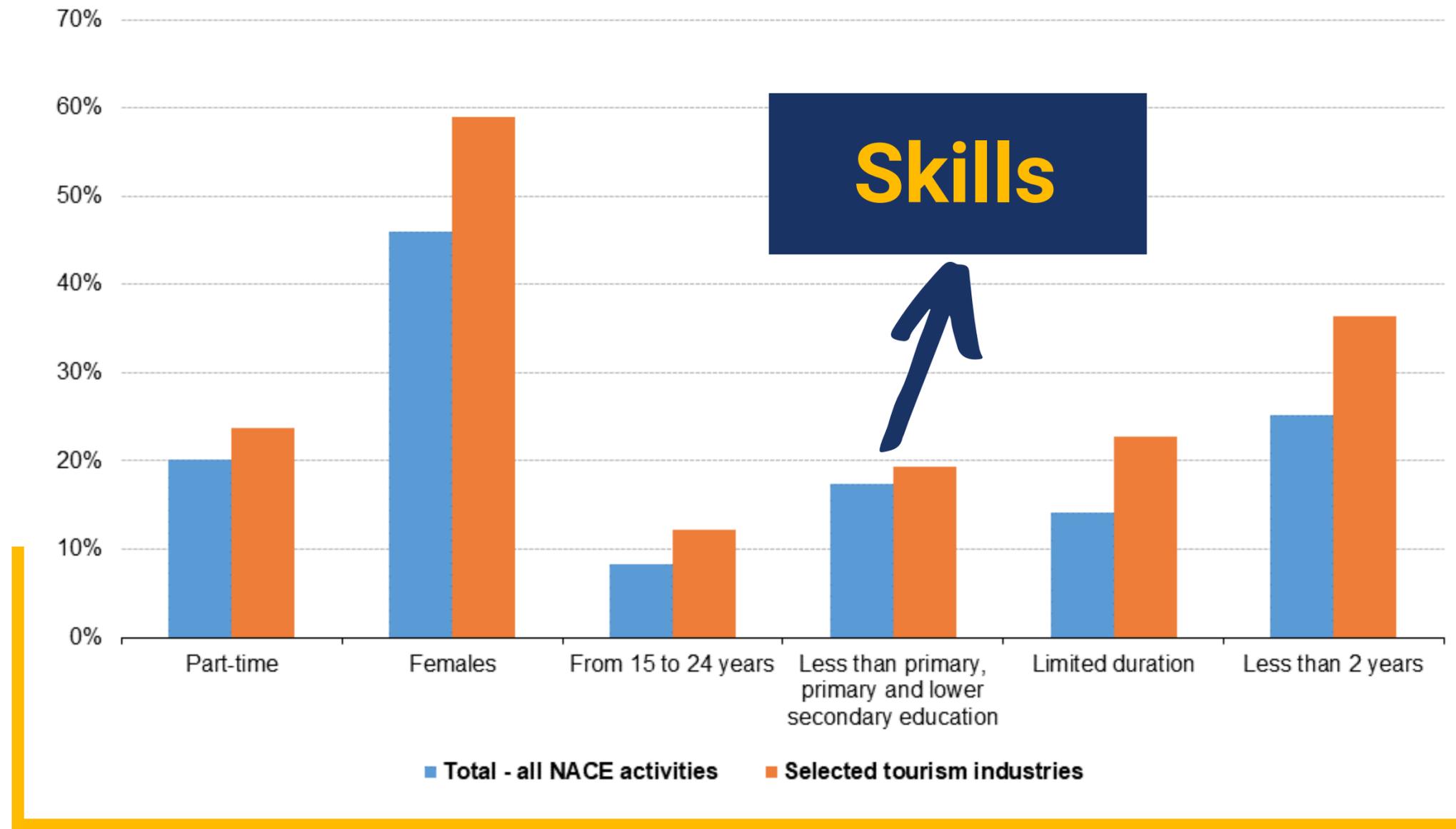
Youth share of total economy employment and Travel & Tourism employment, 2017



Challenges on employment quality

Employment in selected tourism industries in the EU, 2018

Eurostat, 2019



Women employment

23%
of tourism ministers
are women

20,7%
of government ministers
are women

UNWTO, 2019

In all regions, the accommodation industry employs **many women at the lower levels** but very few in higher management.

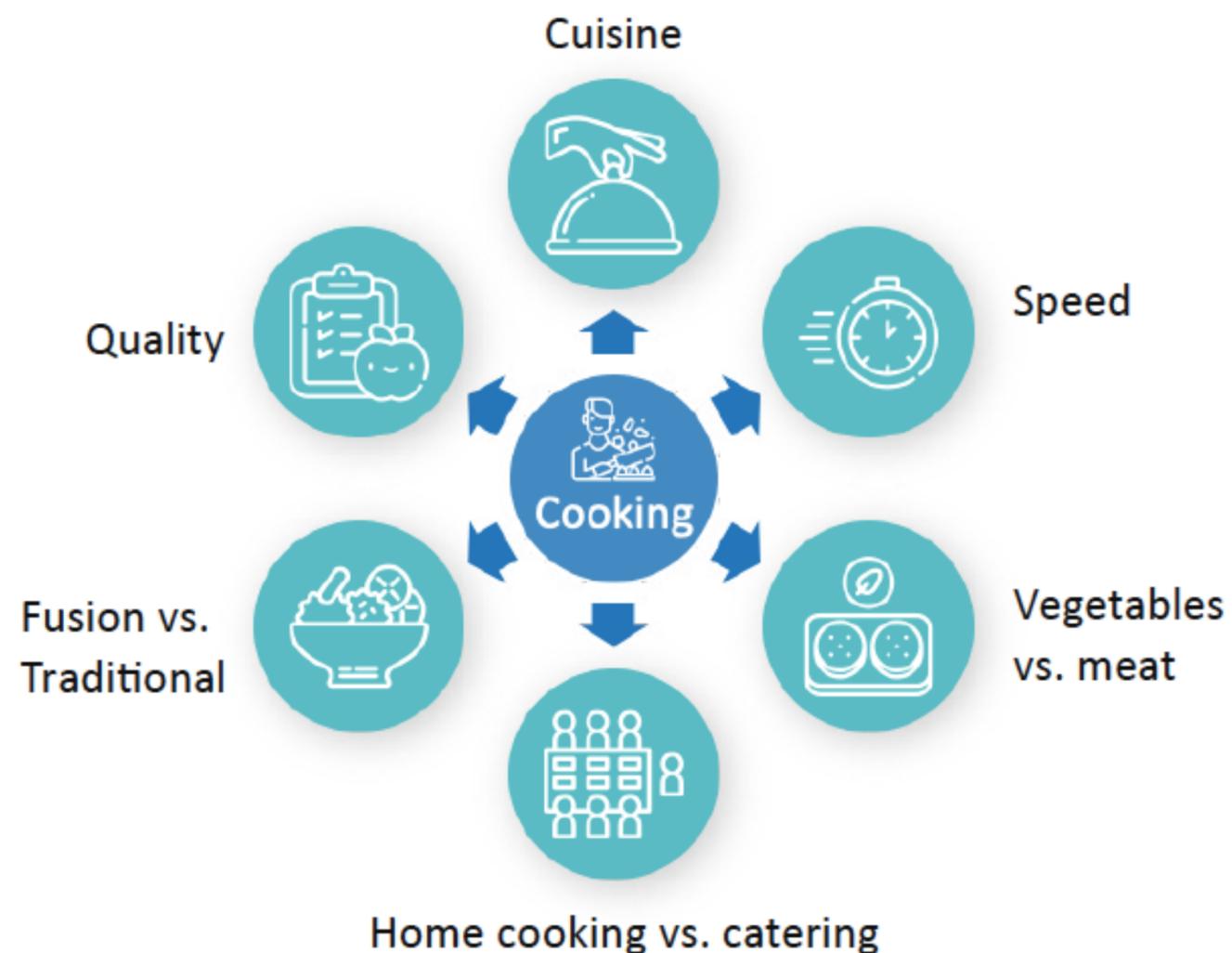
Moreover, **women's hourly rate is significantly lower** than men across regions.

UNWTO, 2019

Challenges on skills development

Abilities like cooking require multiple dimensions of skills.

Eightfold AI (2020)



Most demanded skills

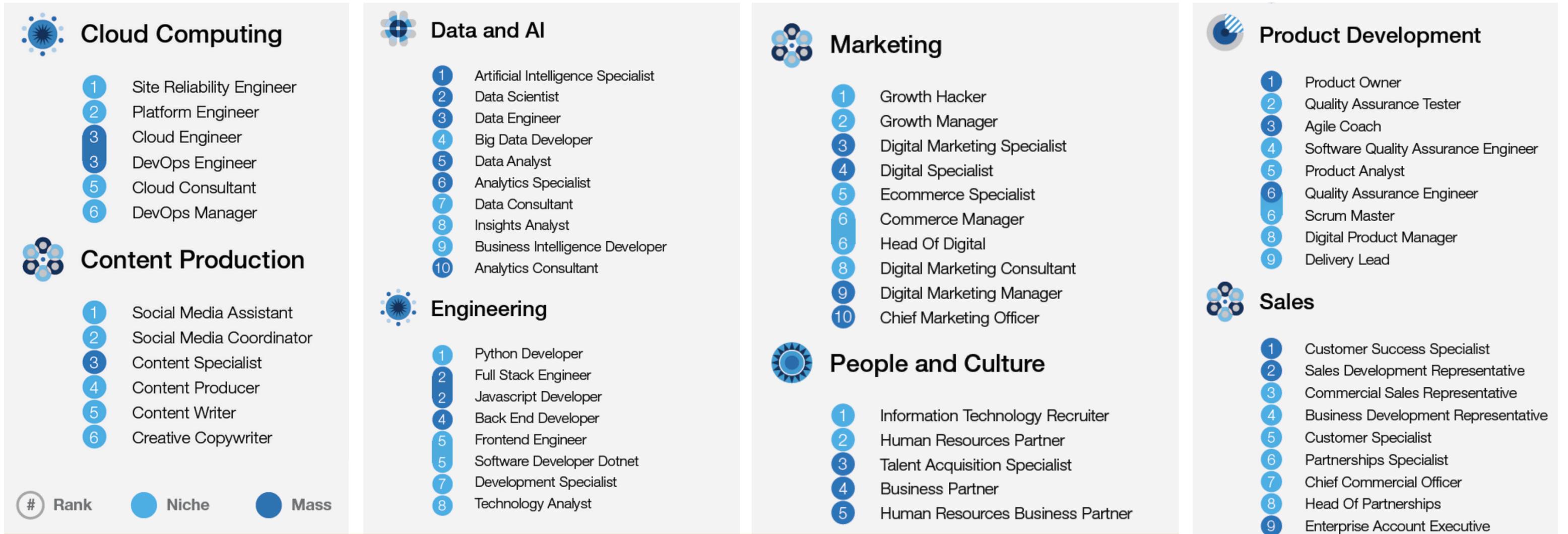
Non-digital

- Problem solving
- Analytical skills
- Critical thinking
- Creativity
- Management and coordination of people
- Emotional intelligence or cognitive flexibility

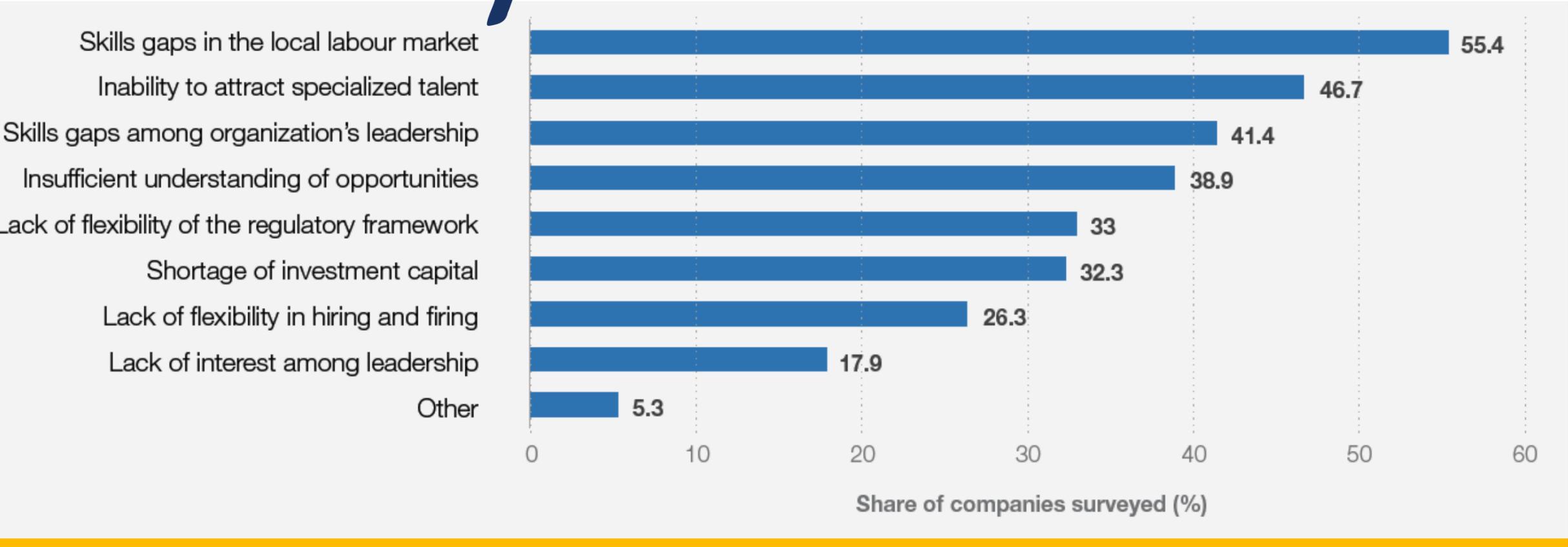
Tech-related

- Big data
- Virtual/Augmented reality
- Internet of things
- Artificial intelligence
- Blockchain

Emerging roles clustered into the jobs of tomorrow



Skills



Perceived barriers to the adoption of new technologies

Future of Jobs Survey 2020, World Economic Forum (WEF)

Challenge on skills monitoring

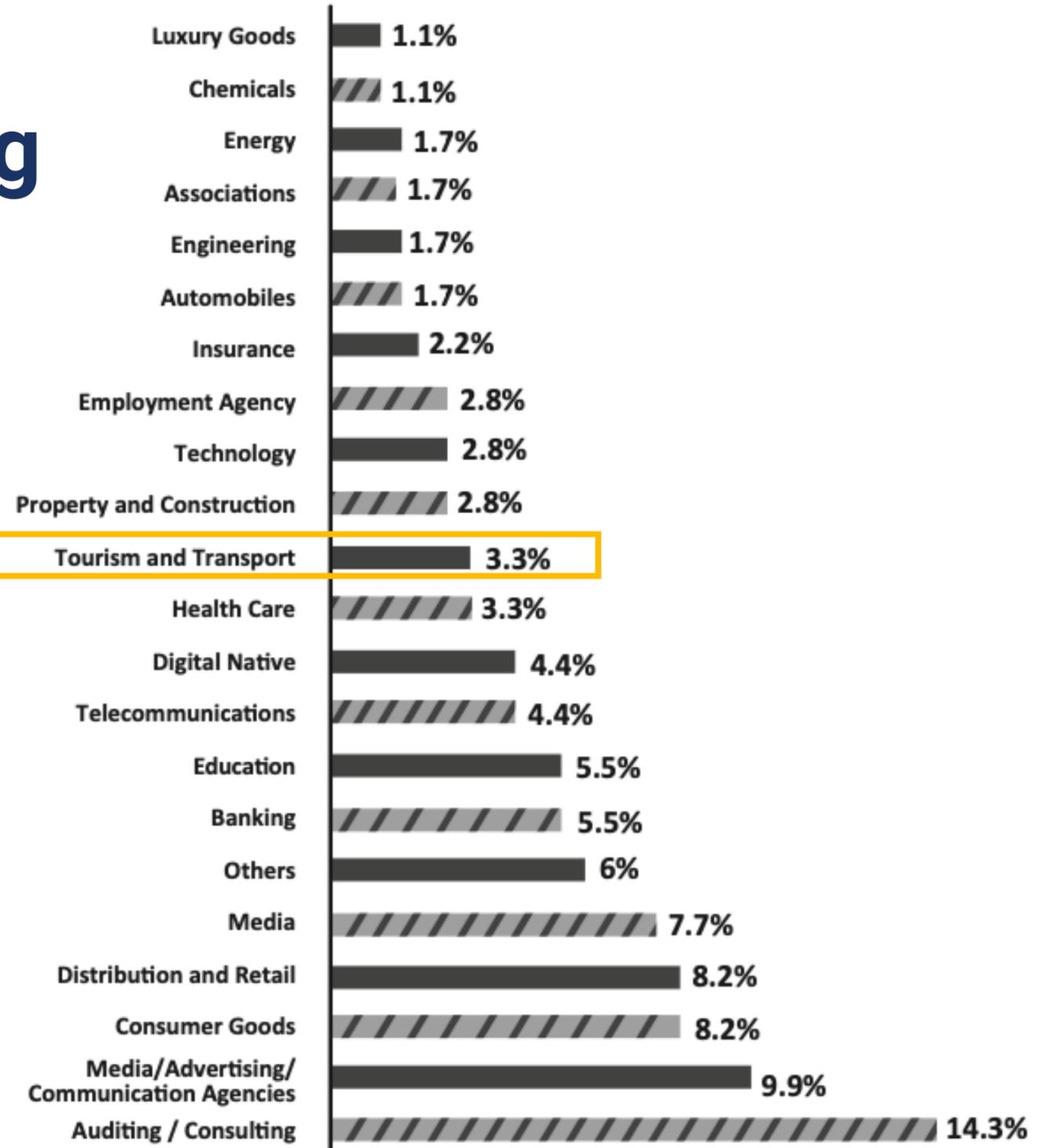


Spain in 2016

75,3 million of international arrivals
UNWTO, 2020

Digital skills among Spanish professionals

ISDI, 2016



Opportunities for recovery

Skills



Government response must consider relevance of skills for the future of work

BCG (2020)

Source: BCG analysis.

Opportunities from youth

Employers must **invest in young employees' growth to support sector stability.**

Young people must co-lead initiatives to broaden access to training and jobs.

Governments must engage with young people and **deliver their priorities for employment.**

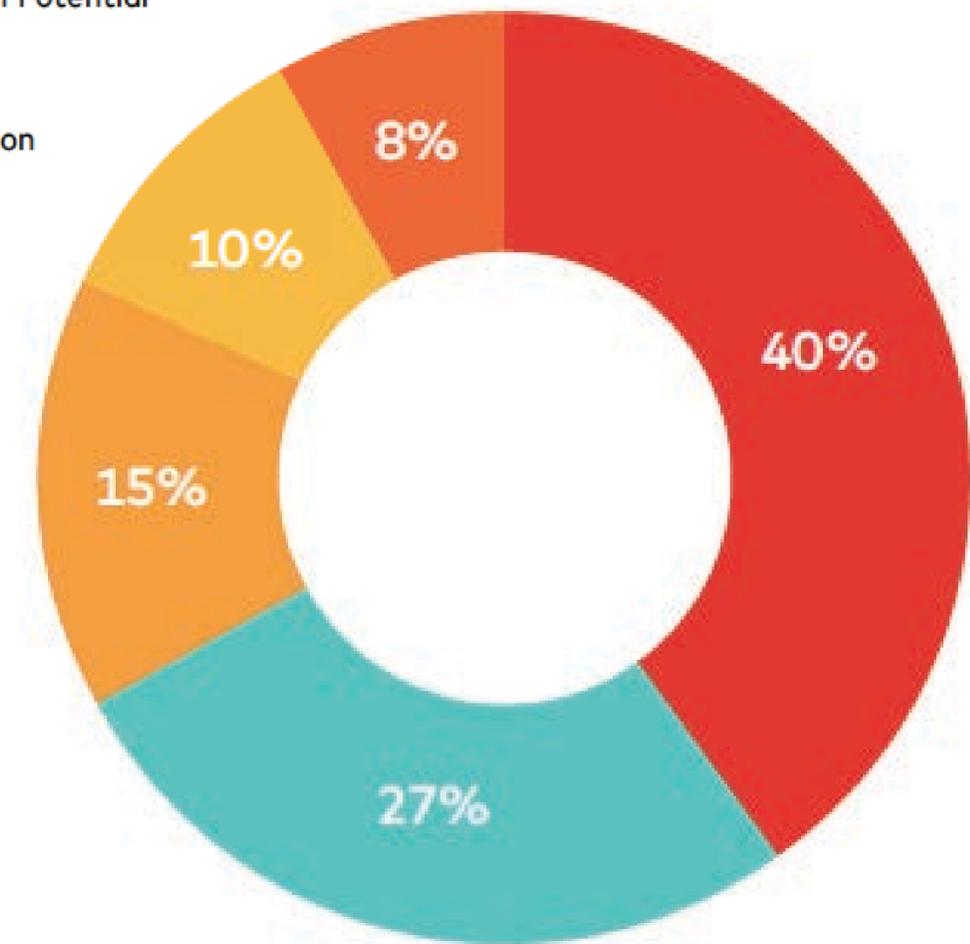
With confidence and support, **young people will take control of their own career paths.**

Opportunities from youth

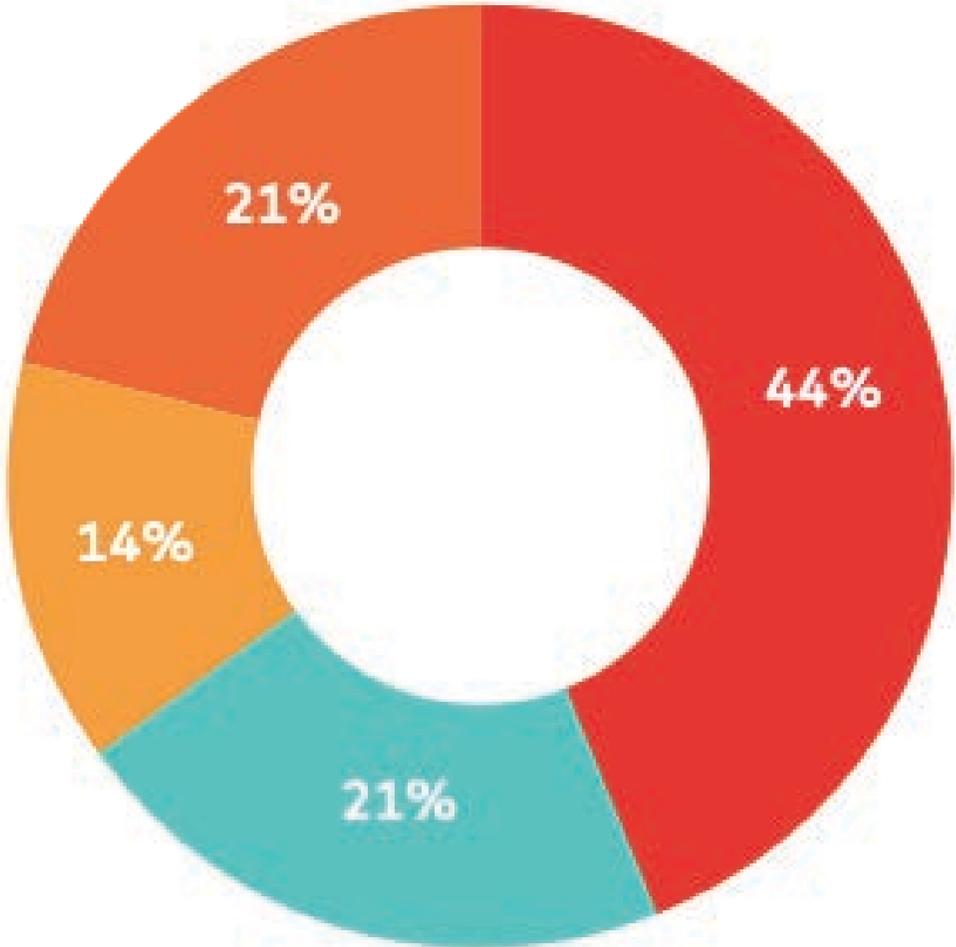
**Survey respondents' primary
motivation for pursuing employment
in the sector (N=350)**

Mastercard Foundation
(2018)

- Earning Potential
- Career Growth Potential
- Exciting Work
- No Other Option
- Other



- Start Own Business in Sector
- Career Outside Sector
- Grow in Company
- Not Sure/Other



Survey respondent's career aspirations (N=350)

Mastercard Foundation
(2018)

A photograph of a man with short brown hair, a beard, and glasses, wearing a blue denim shirt over a white t-shirt. He is smiling and looking down at a laptop screen. The background is a blurred classroom or office environment with wooden desks and white walls.

UNWTO Education Services

- 1** Online education
- 2** Offline education
- 3** Added value jobs
- 4** Quality assurance

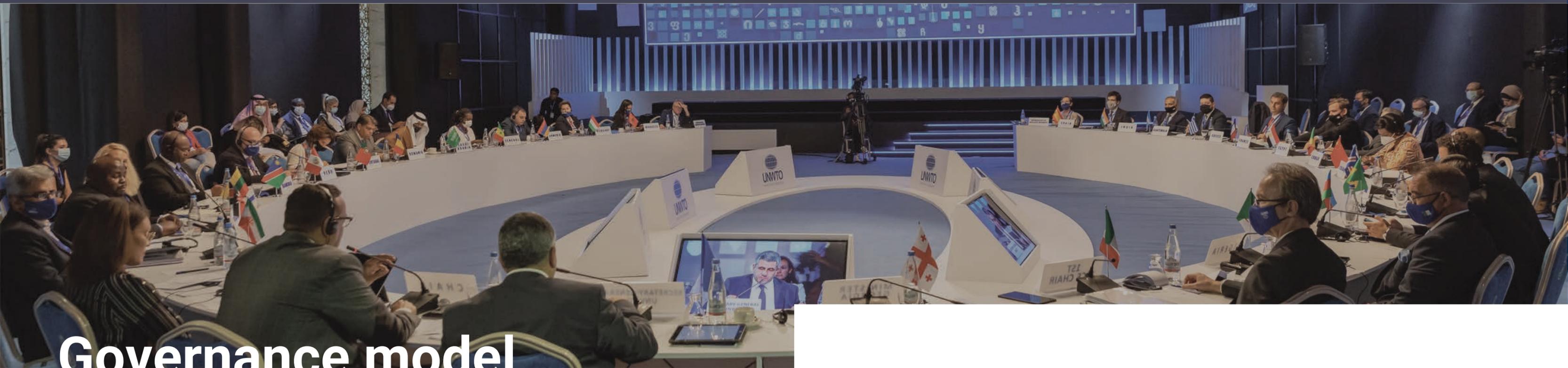
1 Online education
UNWTO Tourism Online Academy
for scalable training

2 Offline education
UNWTO Faculty Programme
for a global impact



4 Quality Assurance
UNWTO Certifications and
Education Monitoring

3 Added Value Jobs
through UNWTO Jobs Factory



Governance model

Technical Committee on Tourism Online Education

Advancing education with the commitment of all stakeholders

Patronage from the Government of Andorra



Monitoring the implementation of the educational program of work and making recommendations to the Secretary-General



9 Member States

1 Associate Member

1 Affiliate Member

Invited participants

1

Online education

- 1.1. UNWTO Tourism Online Academy
- 1.2. UNWTO Acceleration Programme

1.1. UNWTO Tourism Online Academy



Launched in 2019, it is the first global online platform for **free access to high-quality education** in tourism.

unwto-tourismacademy.ie.edu

- Massive Open Online Courses (MOOCs)
8 hours in average
- Online Certificate Programs
40 hours in average

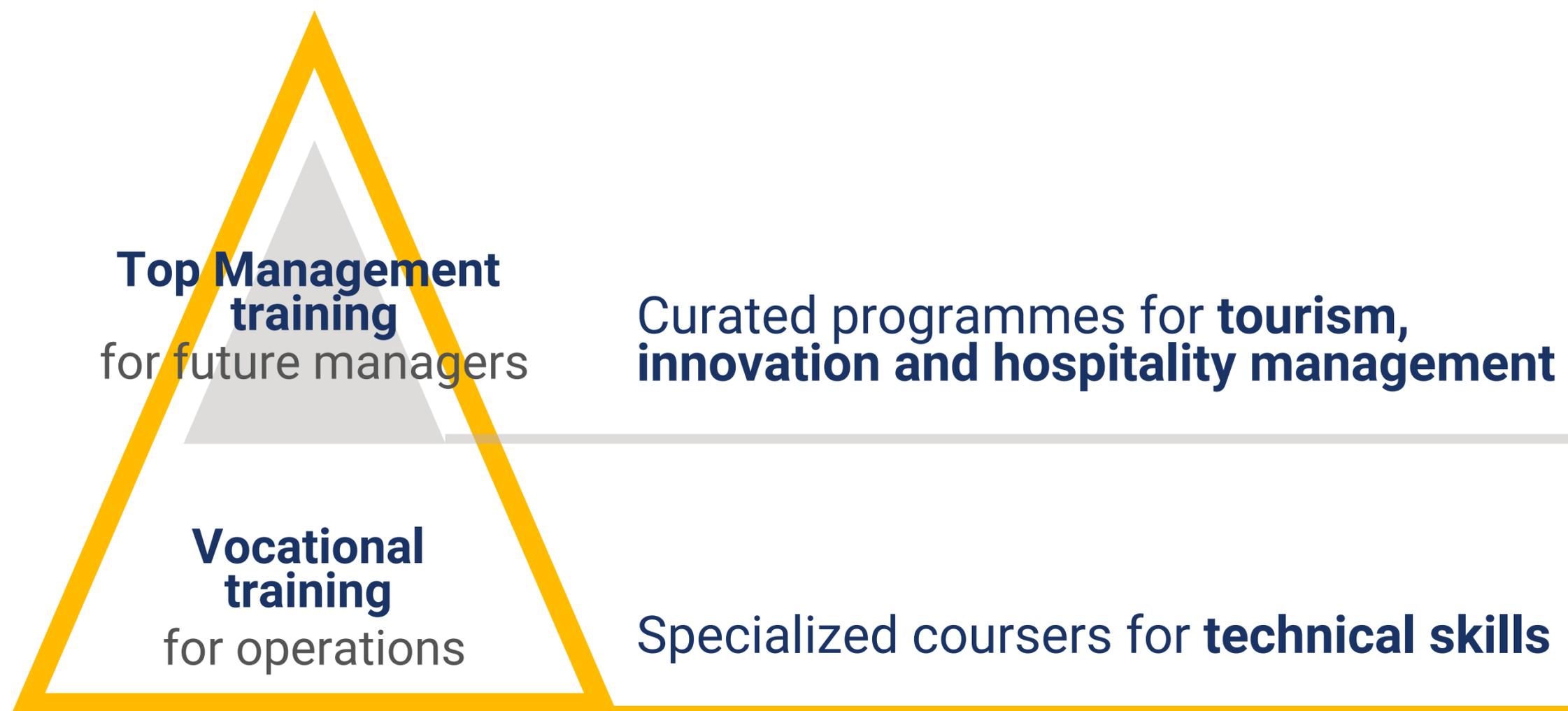
With the possibility to get a Certificate by a small contribution.

1000+ scholarships
7000+ students
418% growth rate
March-September (Covid-19)



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Online education journeys



1.2. UNWTO Acceleration Programme

The UNWTO Programme to **train tourism officials and Destination Management Organizations** in innovation and digital transformation for data-driven decision making.

- Targeted online programmes
- Customized per region

First online edition:
September 2020

110+ officials
from Nigeria, Kenya and
South Africa



In collaboration with



2

Offline education

- 2.1. Offline training programmes
- 2.2. UNWTO Faculty Programme



2.1. Offline training programmes



Tailored-made programmes to be held **on specific locations** to advance education.

- 1 On-site courses ad workshops** with top partners
Education | Entrepreneurship | Innovation
- 2 Reports** on the future of
Education | Entrepreneurship | Innovation
- 3 Startup labs**
for scaling up entrepreneurs
- 4 Exchanges** to solve
specific tourism challenges

2.2. UNWTO Faculty Programme



Introducing a **cascade model** to effectively magnify the impact of education all over the world

1



The future trainers

Training the best students in specialized domains to become **UNWTO Faculty members** per country

2



Spreading knowledge

UNWTO Faculty members will **transfer their knowledge** in each country with the support of the **Ministries of Tourism**

3

Added value jobs

3.1. UNWTO Jobs Factory

3.2. UNWTO Jobs of the Future Observatory



3.1. UNWTO Jobs Factory



Artificial Intelligence supported platform for **matchmaking** talents and jobs for recovery

- **Create job opportunities:**

Job Market Place to access to the first global tourism Jobs Bank (demand and offer)

- **Access to workforce:**

Matching marketplace for the tourism sector

- **Talent acquisition:**

Through Artificial Intelligence technologies

In collaboration with
 eightfold.ai

For Member States employees

Citizens will be able to upload their resumes and create profiles for potential jobs

For Member States and Corporates

Looking for talent/ hiring will be able to upload Job Requisitions

3.2. UNWTO Jobs of the Future Observatory



Monitoring centre to analyze trends and provide insights that allow supporting jobs and better decision-making for Member States and corporations

- **Monitoring current and future skills development**, facilitating intelligent labour and market data collection
- **Machine learning** for trends forecasting
- **Current landscaping** on jobs
- **Identifying** gaps and mismatches
- Data analysis for **data-driven decisions**
- **Annual report** on jobs
- Ensuring **agile response** to change in the educational and training institutions

4

Quality assurance



Shaping the future of education

- ▶ Implement **Quality Certification Systems**
- ▶ **Training of National Auditors** on UNWTO Education Certifications and carry out the requested audit processes
- ▶ Organize and deliver **workshops** for the tourism policymakers on Quality in Tourism Destination Management and UNWTO Certifications
- ▶ **Internationalization:** Spread the experience at an international level
- ▶ Based on the International Certification experience, develop **Quality Assurance Programmes**
- ▶ Organize **workshops with the private and public** stakeholders to raise awareness on the role of the new Center in Quality assurance

A groundbreaking **hybrid** educational model

for the future **tech-driven** tourism leaders

Online education

Offline training

Immersive experiences

360° Approach

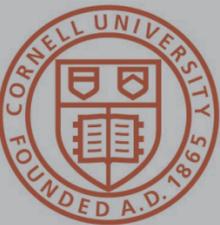
Innovation, technology and digitalization as drivers for skill development

Upskilling
Added value jobs
Sustainable growth





Contributing to the Sustainable Development Goals



Building together the Global Tourism Education Ecosystem



Resources

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