



EXECUTIVE SUMMARY FOR POTENTIAL PARTNERS

There is a **HUGE NEED OF TRAINING** in the tourism industry

HIGH-QUALITY LEARNING
EXPERIENCES FOR
ANYONE IN THE WORLD

Colette has been a receptionist at the Hôtel Fleur de Lys Plateau in Dakar for 7 years now. She feels stagnant in her current role but loves her work environment and has a background in marketing. She hopes her certificate from the Tourism Online Academy will help her get promoted to junior marketing manager.

Colette Pierre, 29 years old
Dakar, Senegal



Andres just inherited a large "Casona style" home in Barranquilla from his grandparents. He has been working in the tourism industry since he was a teenager but would love to have a small boutique hotel of his own. He hopes to gain the skills and knowledge from the Tourism Online Academy to transform his Casona into his own boutique hotel.

Andrés Peña, 45 years old
Barranquilla, Colombia

Bruno has a small tech startup that resells attraction tickets and event tickets to tourists. He currently feels that he lacks management skills, specifically in finance. He is hoping his certificate from the Tourism Online Academy will help him achieve positive turnovers soon.

Bruno Santos, 37 years old
Rio de Janeiro, Brazil



Shino is one of Jakarta's most popular street food vendors. However, she would soon like to scale because she is not able to cater to all the tourists that visit her stand on a daily basis. She is hoping to gain the managerial skills from the Tourism Online Academy to scale and have more stands around the city.

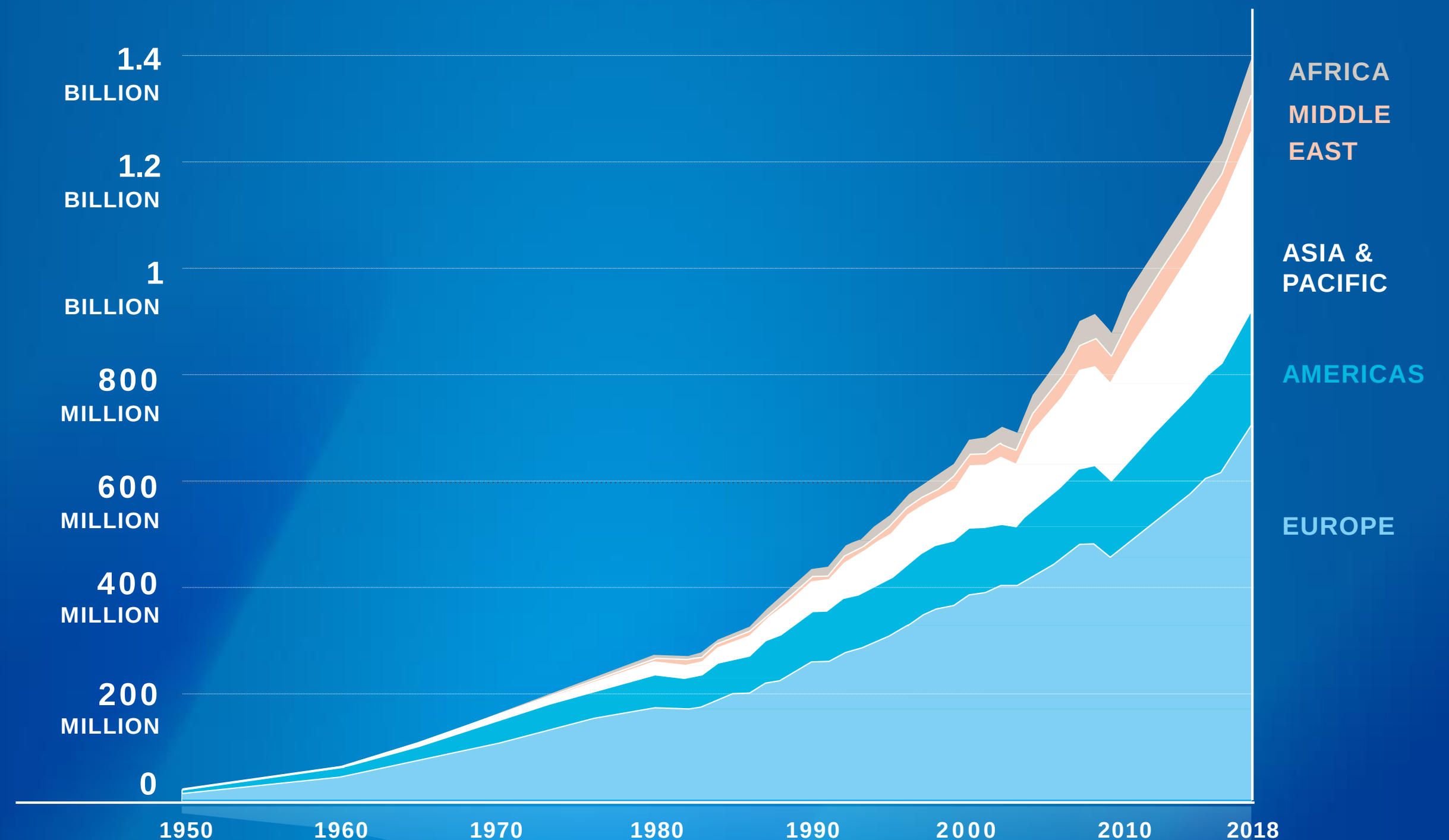
Shino Lee, 33 years old
Jakarta, Indonesia



The tourism industry is growing fast and UNDERGOING TRANSFORMATION

THE TOURISM INDUSTRY IS IN
EVOLUTION AND GROWING AT
AN ACCELERATED PACE

INTERNATIONAL TOURIST ARRIVALS BY WORLD REGION



Source: World Tourism Organization(UNWTO), 2019

THERE IS A NEED
IN THE MARKET
beyond what is
available today

THERE IS A
WIDE OFFERING IN
ONLINE EDUCATION
—
BUT NONE FOCUSED
ON THE TOURISM
INDUSTRY NEEDS
AND CONTEXT



900+
UNIVERSITIES

10,000+
MOOCS

100 M +
LEARNERS

Tourism Online Academy:

THE MISSION

To become the reference for first-class online training in the travel & tourism sector, destination management and hospitality industry with flexible courses that are affordable for everyone.



THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE TOURISM ONLINE ACADEMY?

The Tourism Online Academy is an online learning platform which will provide self-paced online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism, hospitality and destination management industries.

The vision is that participants will be able to study at their own pace and will have access to courses from top universities around the world at an affordable price.

THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE OFFERING?

All training programs will have two parts:

- **First Layer: Massive Open Online Course**

The first layer includes a MOOC (Massive Open Online Course) and a MOOC completion certificate – this part of the training program is self-paced and has a maximum duration of 4 weeks (2hrs suggested per week).

The MOOC content is free and those interested in gaining access to assignments, feedback and a MOOC certificate will have to pay 49€ + VAT.

THE VISION: To become the online learning platform for the tourism industry

WHAT IS THE OFFERING?

All training programs will have two parts:

- ▶ **Second Layer: An Online Certificate Program**

Following the completion of the MOOC (first layer), participants will have access to a more in-depth part of the training program in which a catalogue of multimedia tutorials, readings, videos and other learning materials such as articles, presentations and podcasts will be available.

A proctored test at the end of this layer will certify the mastery of concepts needed to be awarded with a certificate.

Only those who have received the MOOC certificate can continue onwards to the second layer of the learning journey. The price is 250€ + VAT which will grant access to the content, assignments, feedback and the test. This second part is also self-paced and has a maximum duration of 10 weeks (3 to 4hrs suggested per week).

PHASE I: set up the platform & launch the first online training powered by IE University



A FLEXIBLE MODEL for training in the tourism industry



The founding partners: THE UNWTO

- ▶ As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of **economic growth**, **inclusive development** and **environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.



The founding partners: IE UNIVERSITY



- ▶ **FOUNDED IN 1973 AS A BUSINESS SCHOOL**
TODAY, IE UNIVERSITY HAS 5 SCHOOLS



- ▶ **TOP POSITIONS IN INTERNATIONAL RANKINGS**

- ▶ **INTERNATIONAL AND DIVERSE** WITH MORE THAN 100 NATIONALITIES ON CAMPUS



- ▶ IE LAUNCHED ITS **FIRST ONLINE MBA** IN 2001 AND NOW IT IS RANKED **FIRST IN THE WORLD**



3 phases to scale

SEP
2019

LAUNCHING THE INITIATIVE
JOINTLY WITH IE UNIVERSITY
IN THE **UNWTO GENERAL
ASSEMBLY**

PHASE 1

- ▶ 1. September:
Web, platform and MOOC
(Introduction to Tourism-Industry
Management, by IE University)
- ▶ 2. November:
Online Certificate Program
(Fundamentals of Tourism-Industry
Management)
- ▶ 3. Language: English

FEB
2020

THE **FIRST PROGRAM** WILL
BE AVAILABLE IN **OTHER
LANGUAGES**

PHASE 2

- ▶ 1. Selection of languages
- ▶ 2. Sponsorships

JUNE
2020

NEW ACADEMIC PARTNERS
AND COURSES WILL BE
INCORPORATED

PHASE 3

- ▶ 1. Selection and announcement of
between 5 and 10 universities
- ▶ 2. New courses developed separately
by each Academic Partner and
reviewed by the UNWTO Academy

**The UNWTO
Tourism Online
Academy and the
first course have
already been
launched.
We are now seeking
new partners.**

PHASE 2 AND 3



If you are interested in PARTNERING

► Academic Institutions

Only specific universities will be invited to participate in this initiative. Topics to will be developed by each institution and UNWTO, making sure that high-quality online teaching standards are achieved and various subjects are covered.

- Universities receive 50% of the revenues generated from their respective courses
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► Governments and Public Institutions

- Governments and public institutions can either sponsor the development of new training programs on specific topics of interest or the translation of current offerings into other languages.
 - Another way to participate is by granting scholarships for selected training programs to a specific audience in their country.
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► The Private Sector

- Companies can become corporate partners by sponsoring the creation of new content or granting scholarships to their staff or a selected audience.
- Revenue sharing models are also possible depending on the participation and investment.

If you are are Academic Institution interested in PARTNERING

► Academic Institutions

Only specific universities will be invited to participate in this initiative. Topics to will be developed by each institution and UNWTO, making sure that high-quality online teaching standards are achieved and various subjects are covered.

Academic Partners will be selected on the basis of the following criteria and standards:

- **Geographical distribution** will be considered, the UNWTO Tourism Online Academy aims to feature Academic Partners from each continent.
- Having a **strong tourism programme** will be considered, especially if the institution has experience in the delivery of short courses and/or master programs. Programmes in complimentary fields will also be considered.
- **International recognition and awards** of the institution will be considered.
- **Online education expertise** of the institution will be considered. Online education includes online materials and MOOCs. In the case that an institution does not have experience in delivering this type of online courses, it should accept that IE University guide them during the online adaptation process.

UNWTO

POWERED BY **ie**
UNIVERSITY

TOURISM ONLINE ACADEMY

<https://www.unwto-tourismacademy.ie.edu/>

First Supporting Partners

