



UN Tourism and International Baccalaureate Organization partner to grow tourism education at high school level

Madrid, Spain, 11 December 2025 - UN Tourism and the International Baccalaureate Organization (IB) have agreed to work together to increase access to tourism education at high school level.

A new Memorandum of Understanding will see the two organizations work together on a series of initiatives aimed at increasing the provision and quality of tourism education in schools globally. The collaboration will specifically focus on:

- Joint exploration of initiatives to enhance skills and knowledge of young tourism students
- Joint exploration of capacity building and professional development for young students in the tourism sector.
- Ongoing dialogue regarding potential areas of mutual interest in relation to tourism and education

UN Tourism Secretary-General Zurab Pololikashvili says: “Quality tourism education for all is key to supporting young people and allowing them to work and thrive in our sector. With the International Baccalaureate Organization, we will work to allow high school level students develop the skills and knowledge that tourism businesses are looking for.”

IB Director General Olli-Pekka Heinonen said: “Education plays a critical role in shaping industries, connecting people, and fostering responsibility in a shared global economy, while tourism brings cultures, economies, and communities together. This partnership with UN Tourism will help the IB expand opportunities for young people to develop real-world skills in a rapidly growing sector.”

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