



## UN Tourism Innovates in Sector Education with the Launch of the First WhatsApp-Based Courses

**Madrid, 11 May 2026** — An internationally recognised course on WhatsApp. UN Tourism launches the Digital Course on Hospitality via WhatsApp, a training initiative designed for professionals, entrepreneurs, and SMEs across the hospitality and tourism sector. Delivered entirely through WhatsApp, this pioneering programme, first introduced in Spain, marks a significant step forward in digital education.

The course aims to build practical skills in business management, customer service, and the promotion of hospitality and tourism businesses. Delivered in partnership with Fundación Mahou San Miguel, the programme draws on the organisation's extensive expertise in Spain's horeca sector. Registration is now open, with an initial 2,000 places available to residents in Spain, fully subsidised to expand access to training across the sector.

### An accessible, tailored, and innovative format

Delivered via WhatsApp, the course offers a flexible and familiar learning experience, particularly suited to those with limited time or a preference for mobile-first formats. Participants who complete all modules will receive a joint certificate from UN Tourism and Fundación Mahou San Miguel.

The programme is structured around short lessons covering day-to-day management, digital marketing, customer loyalty, sustainability, alongside practical approaches to local products and experiences.

Designed for hospitality professionals, employees, and entrepreneurs the course enhances management practices and customer service while promoting innovation and the integration of sustainable practices, strengthening the visibility of local products and experiences across the sector.

Shaikha Al Nuwais, Secretary-General of UN Tourism, stated: "Innovation in education is essential to address the challenges facing tourism today. We see this as a game changer for how skills are developed across the sector. By delivering practical, accessible training through a tool used daily by millions, it enables immediate, applicable learning that strengthens local ecosystems and enhances the visitor experience."

## Registration and further information

Full details of the programme, its contents, and the registration process are available on the UN Tourism website and through our institutional channels:

<https://www.untourism.int/es/curso-digital-sobre-hosteleria>