

UN Tourism welcomes first student batch to sustainable tourism degree

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Madrid : UN Tourism has welcomed the first batch of students enrolled on its pioneering degree course in International Sustainable Tourism.

Developed in collaboration with the Lucerne University of Applied Sciences and Arts (HSLU), the three-year Bachelor of Science in International Sustainable Tourism is designed to train graduates capable of leading the sector towards a more sustainable future.

For the first academic year, 30 students were welcomed to Madrid, representing six different countries (Kazakhstan, Uzbekistan, Saudi Arabia, Georgia, and Switzerland). The Degree course is designed to equip students equipped with the skills to innovate, to drive change and to make decisions that promote both economic growth and environmental stewardship.

About the development, Natalia Bayona, Executive Director, UN Tourism, says, "The tourism sector needs skilled people with diverse knowledge and innovative vision and the Bachelor in International Sustainable Tourism was created to accompany tourism leaders on their journey into the future. With approximately 880,000 jobs in the tourism sector requiring specialised training annually by 2030, this degree programme is not just an educational initiative, but a transformative force. It is essential to cultivate the talent needed to drive the sector forward, ensuring sustainable growth and innovation."