

WELCOME TO TOA



UNWTO

TOURISM ONLINE ACADEMY

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GENERAL INFORMATION



Over 15.000 STUDENTS REGISTERED

GENDER

54% FEMALE

46% MALE

TOP 10 NATIONALITIES

1. India
2. Spain
3. Saudi Arabia
4. Colombia
5. Qatar
6. Italy
7. Iran
8. USA
9. Indonesia
10. Portugal

AVERAGE NPS

67

October: **66**
Surveys: **750**

PARTNERS



SWISS EDUCATION GROUP



SOMMET



UNIVERSIDAD DE CHILE



NORTHWESTERN UNIVERSITY
(QATAR CAMPUS)



BASQUE CULINARY CENTER



BILKENT UNIVERSITY



UNIVERSIDAD DE EXTERNADO



UNIVERSIDAD DE PALERMO



MANDARIN CENTERS



COURSES

MOOCs

- INTRODUCTION TO TOURISM INDUSTRY MANAGEMENT
- INTRODUCTION TO INTERNATIONAL TOURISM AND TRAVEL LAW
- MASTERING WINE TASTING
- BRANDING + INNOVATION: BRANDINNOVATION
- ARTIFICIAL INTELLIGENCE (AI) IN HOSPITALITY: CHALLENGES & BUSINESS OPPORTUNITIES
- HOW TO BECOME A RESTAURATEUR
- MASTERING WINE TESTING
- MARKETING MUSEUMS AND VISITOR ATTRACTIONS
- RETOS DE LA INDUSTRIA DEL TURISMO
- STRATEGIC COMMUNICATION FOR TOURISM

OCPs

- FUNDAMENTALS OF TOURISM – INDUSTRY MANAGEMENT
- EXCELLENCE IN SPA OPERATIONS
- MAXIMIZING SPA PROFITABILITY
- HOTEL REVENUE MANAGEMENT: THE STRATEGY AND TACTICS OF HOTEL ROOM PRICING
- HOW TO PERFORM A HOTEL MARKET ANALYSIS AND VALUATION
- CUSTOMER EXPERIENCE DESIGN: DIFFERENTIATION STRATEGIES FOR BRAND POSITIONING