

## **UNWTO Students League Gives Dutch Students the Opportunity to Shape Tourism's Future**

**Madrid/ Breda/ Deventer May 2020 – The World Tourism Organization (UNWTO) is to give Dutch students the opportunity to help their country's tourism sector respond to the challenges through a new competition aimed at recognizing the brightest ideas and potential future leaders.**

Launched in collaboration with the Center of Expertise Leisure, Tourism & Hospitality (CELTH), Saxion University of Applied Sciences, Breda University of Applied Sciences (BUAs), NHL Stenden and HZ University of Applied Sciences the UNWTO Students League Netherlands was created to strengthen the cooperation between the tourism and education sectors. As well as mapping rapidly evolving skills sets, the League focuses on promoting digitalization and innovation, while also helping students identify and create solutions for the many challenges that tourism now faces, including the issue of sustainability and the impact of COVID-19.

### **Support for a sector in crisis**

The UNWTO Students League Netherlands Challenge will run from June 1-22. Following on from this, a second edition of the Students League will take place over the next academic year. UNWTO Secretary-General Zurab Pololikashvili said: "Worldwide, the tourism sector is facing up to the biggest challenge of a generation and will need new ideas and skilled professionals to help accelerate recovery and once again to deliver economic and social benefits to all. The UNWTO Students League helps nurture the tourism professionals of tomorrow, while promoting the values of innovation and international solidarity. I encourage interested students to register and play an active role in the future of the Dutch tourism and hospitality sectors."

### **Dutch students to join global challenge**

In the second edition of the UNWTO Students League Netherlands starting autumn 2020, teams from Dutch Higher Educational Institutions will compete against each other for the chance to participate in a global final of the UNWTO Students League. NBTC Holland Marketing and Kennisnetwerk Destinatie Nederland are also participating in this competition. Initiator Jan Willem Meijerhof of Saxion: "A great opportunity for students in the Netherlands to contribute to the objectives of the UNWTO and of national and regional policymakers. We look forward to their ideas for reshaping tourism." Menno Stokman, director of CELTH adds: "We are pleased that we as CELTH together with Saxion, BUAs, NHL Stenden and HZ can ensure that the Netherlands can play a global pioneering role in the cooperation between the UNWTO, government, the industry and education."