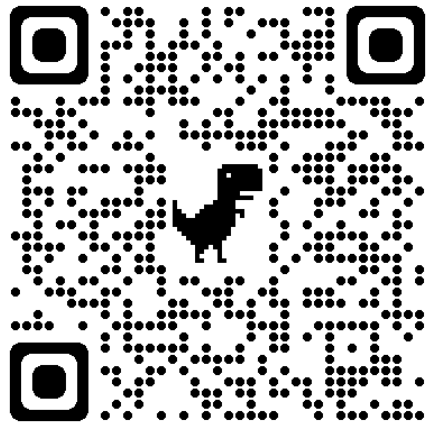


UNWTO.TedQual

Committed to Excellence in
Tourism Education and Training

Dr Svetla Stoyanova-Bozhkova
Bournemouth University, UK



Key facts about me

- Principal Academic in Strategic Management and Leadership, Bournemouth University Business School, UK
 - Chartered Manager (CMI)
 - Chartered Management Institute - Business Mentor
 - Senior Fellow of Higher Education Academy
 - Member of the Institute of Leadership
-
- MSc from the University of Birmingham
 - PhD from Bournemouth University
 - PgCert in Higher Education and Professional Practice
 - PG Cert in Executive and Senior Management Coaching and Mentoring



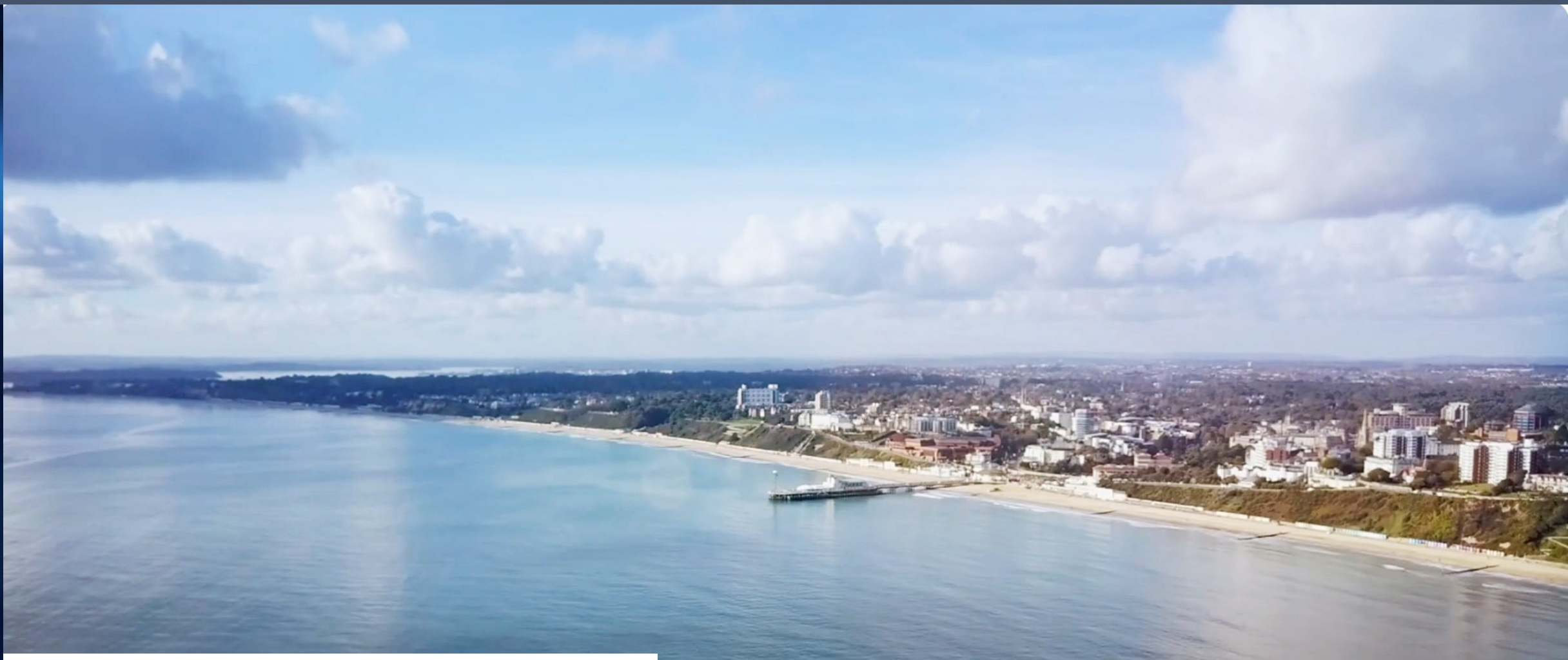
15 years of Industry experience

- Head of Marketing and Sales
- Head of Research and Development
- Head of Relations with Strategic Investors

25 Years in Academia

External speaker, guest lecturer in universities in the Netherlands, Norway, Finland and France

UNWTO.QUEST collaborator



Bournemouth in numbers

7.7

The average daily hours of sunshine in the summer

5

The number of Blue Flags awarded to beaches in the Bournemouth area

1,000

Hectares of parks and gardens in Bournemouth

Rankings

BU Bournemouth University

2nd

BU is second in the UK for hospitality and tourism management according to the Shanghai Rankings of Academic Subjects 2022

Top 20

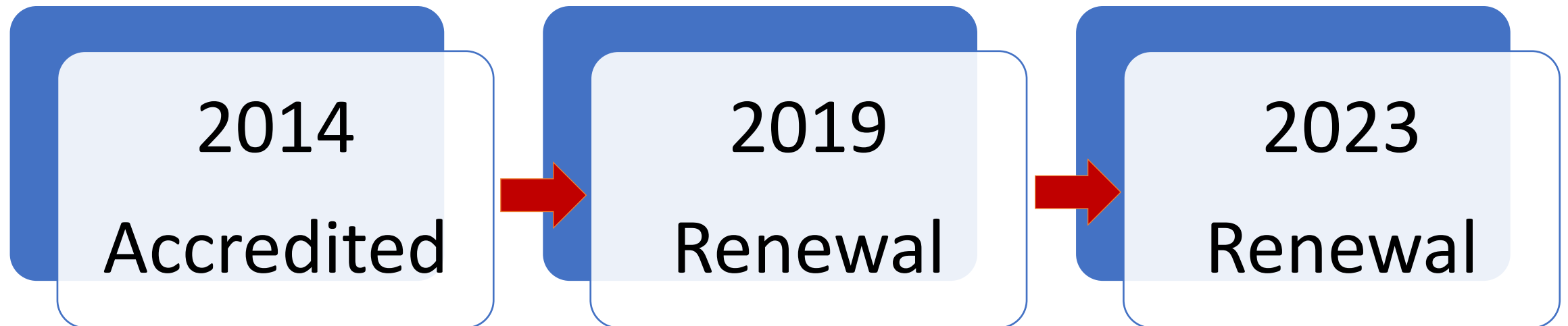
We are in the top 20 universities in the world for hospitality and leisure management – QS University Rankings 2022



Two aspects of strategic relationship

-
1. Accreditation of all our Tourism and Hospitality courses through UNWTO. TedQual
 2. Affiliate Membership of UNWTO

Our UNWTO. TedQual Journey





Andorra, 10 October 2019

Professor Stephen Tee
Dean
Faculty of Management
Bournemouth University
UNITED KINGDOM

Ref. Results UNWTO.TedQual Certification Process

Dear Prof. Stephen Tee,

It is our pleasure to inform you that the following Tourism Education Programmes of your Institution, the Faculty of Management of the Bournemouth University, have successfully **obtained the renewal of the UNWTO.TedQual Certification** for a time period of **four years** (10 October 2019 to 9 October 2023):

- **Bachelor in Tourism Management**
 - BA (Hons) International Hospitality Management
 - BA (Hons) Tourism Management
 - BA (Hons) International Tourism and Hospitality Management
 - BA (Hons) International Hospitality & Tourism Management (Top-up)
- **Master in Tourism Management**
 - MSc Hotel and Food Services Management
 - MSc International Hospitality and Tourism Management
 - MSc Tourism Management
 - MSc Tourism Marketing Management

The corresponding diplomas will be sent in the next few weeks.

With our very best regards,



Omar Valdez
Executive Director
UNWTO Academy

UNWTO.ACADEMY Dr. Vilanova, 13, Edifici Davi, Esc C, 5 B-C-D Andorra la Vella AD500 Principality of Andorra
Tel: (376) 8022600 Fax: (376) 829955 www.unwto-ibems.org



Tourism & Hospitality Courses 2024/2025

Undergraduate courses

- BA (Hons) Tourism Management
- BA (Hons) International Tourism and Hospitality Management
- BA (Hons) International Tourism and Hospitality Management (Top-up)
- BA (Hons) International Tourism and Business Management
- BA (Hons) International Hospitality and Business Management

Postgraduate courses

- MSc International Tourism and Business Management
- MSc Tourism Management
- MSc Tourism Marketing Management



- Fusion is embedded
- Learning is personalized
- Students as researchers
- Problem-based/enquiry-based/action learning
- Multi and inter-disciplinary
- JISC/EU Digital competences framework
- A more open architecture/shared modules
- Professional, Statutory and Regulatory Body accreditation requirements need to be met

FUSION LEARNING PRINCIPLES



Sustainability

Sustainability is at the heart of life at BU and we strive to contribute to the UN Sustainable Development Goals. Our Climate & Ecological Crisis Action Plan (CECAP) target is to achieve net zero emissions by 2030/31.

[our webpages:](#)

- [Energy, carbon & water](#) (read about our CECAP [here](#))
- [Academic opportunities](#)
- [Caring for nature](#)
- [Net zero campuses](#)
- [Waste & procurement](#)
- [Sustainable food](#)
- [Sustainability achievements](#)
- [People & policies](#)

To find out how to take sustainability action at BU, visit our [Get Involved](#) page.

You can also follow us on [Instagram](#), [Twitter](#) and [Facebook](#), or email us at sustainability@bournemouth.ac.uk.

17 December 2023

Sustainable Travel



Buying the right stuff



Net Zero Teams certification



Sustainable IT




EcoCampus



Education for Sustainable Development



Alignment of the Accreditation with BU2025



Working closely with the United Nations World Tourism Organisation is fully aligned with the BU2025.

UNWTO is working with governments, public and private partners, development banks, international and regional finance institutions, the UN agencies and international organizations to help achieve the SDGs, placing an emphasis on Goals 8,12 and 14, in which tourism is featured.

BU2025 is addressing the SDG and is advocating global fusion which is naturally mean we work closely with the UNWTO

Why UNWTO.TedQual

Focused
Future Oriented
Internationalization
Continuous Development
Recognition
Promotion
Prestige



The established relationship enables us to demonstrate that we are top University in the world



We work closely with governments (Members) and Affiliates (Business) from around the world and influence policy and best practice







We are elected on the Board of affiliates and influence policy



We increase the IMPACT of our research for Research Excellence Framework

Why UNWTO.TedQual

-  Placements for students at the UNWTO and UNWTO members and Affiliates
-  BU graduates are employed jobs in governments and affiliate members
-  We are part of the club of top schools which supports mobility of students, exchange of staff and feeding our courses
-  Access to resources, libraries, statistics reports





UNWTO.TedQual Certification

The 6 pillars of UNWTO.TedQual



+
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BUBS LEADERSHIP CONFERENCE

1st November
2023

#Leadership23

Global Code of Ethics for Tourism





HM Government SMALL BUSINESS CHARTER Enterprise Nation Newable abm

MEET THE MENTOR

SVETLA STOYANOVA-BOZHKOVA

HELP TO GROW
MANAGEMENT COURSE

What do we do?

Working with the employers and the Destination Management Organisations (DMOs)

UK Help To Grow

Source: World Tourism Organization (2023), Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284424443>.

UNITED KINGDOM

HELP TO GROW: DIGITAL SCHEME¹³⁹

Upskilling digital skill sets among SMEs and community members



Challenge: The United Kingdom aims to upskill and mentor local businesses to grow in their technological capabilities.

Initiative: The programme was launched to give 100,000 SMEs free and impartial advice on how technology can help their business and vouchers worth up to GBP 5,000 to cover up to 50% of the costs of buying pre-approved software.

Impact: Since its launch, the United Kingdom supported 300 local tourism businesses to build their digital capabilities.

Annual Tourism and Hospitality Conference



To Learn is to Change

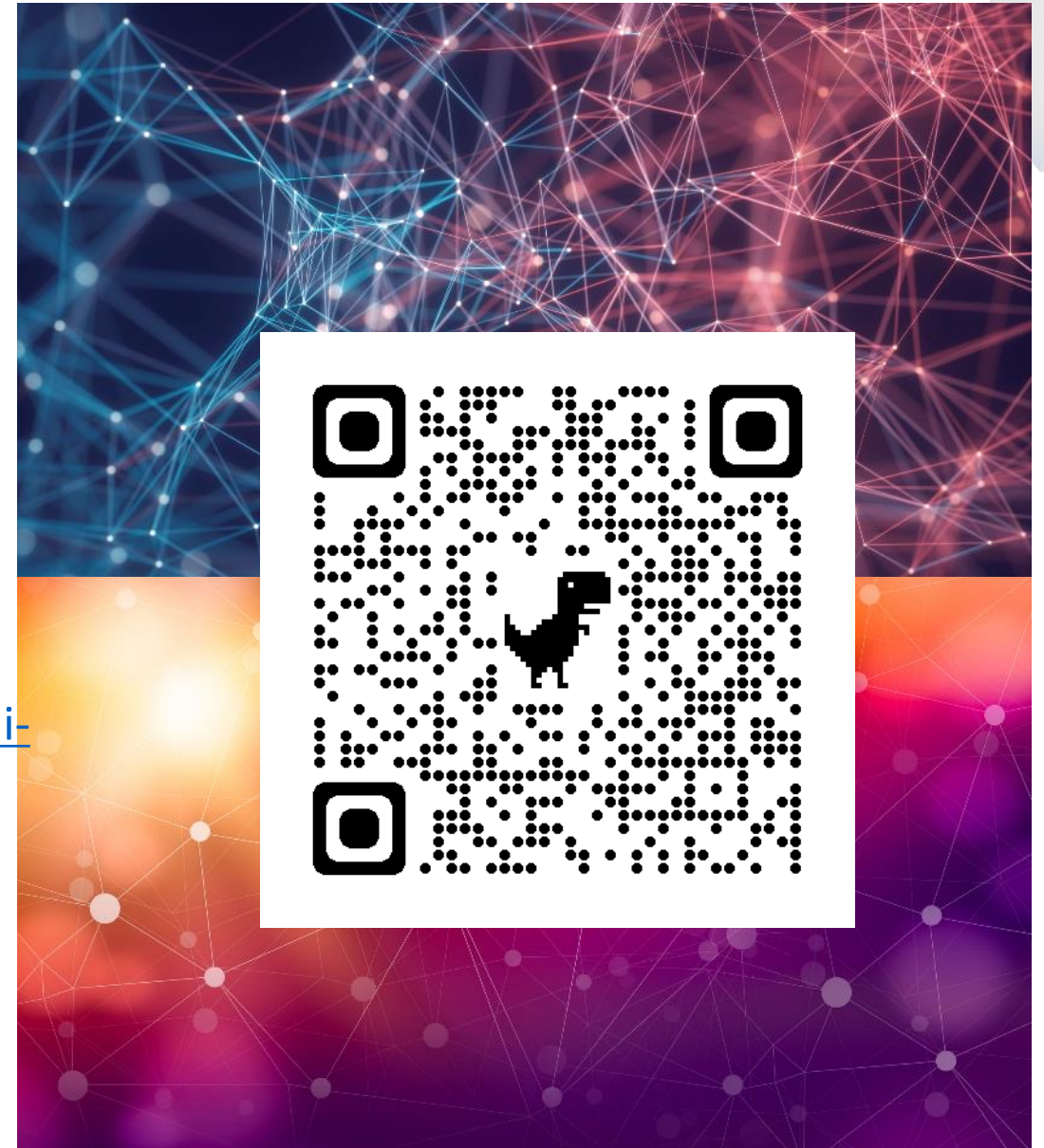
The real voyage of discovery is
not in seeking new lands,
but in seeing with new eyes.



Fun activity

What type of manager are you?

<https://www.managers.org.uk/campaigns/management-mini-diagnostic/>





We are proud of the excellent learning opportunities that we provide,
the social working spaces,





Thank You

Dr Svetla Stoyanova-Bozhkova

sstoyanovabozhkova@bournemouth.ac.uk