

UNWTO.TEDQUAL CERTIFICATION

MANUAL

WORLD TOURISM ORGANIZATION



UNWTO
tedQual



Improving Quality and assuring the Accomplishment
of the Purposes and Principles of the
Global Code of Ethics for Tourism
at Higher Tourism Education



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I. Introduction

This **UNWTO.TedQual Certification** Manual is designed to provide an overview of the UNWTO.TedQual Certification processes and to share practical advice to Institutions.

The Manual contains the following:

- Overview about what the UNWTO.TedQual Certification means and entails.
- Explanation of each step of the Certification process.
- List of documents that the Institution/Programme completes during the certification process.

If, after going through the Manual, your Institution/Programme decides to apply for the UNWTO.TedQual Certification, please contact the UNWTO Academy at tedqual@unwtothemis.org to obtain a Request Form and the Self-evaluation Form. These are the first documents that need to be completed by your Institution/Programme to initiate the UNWTO.TedQual Certification process.

II. What does UNWTO.TedQual Certification mean and What are the Benefits?

The UNWTO.TedQual Certification, as its name implies, is a certification issued by the World Tourism Organization, a specialized agency of the United Nations, to support the quality improvement of tourism education and training programmes around the world.

The UNWTO.TedQual Certification is based on the understanding that quality of tourism education and training should be seen as a comprehensive and continuous process. The certification is awarded for a programme of study and a key requirement is that the needs of the key beneficiaries (students, employers, faculty and civil society) are met by the programme.

A vital consideration is that for a programme to be awarded the UNWTO.TedQual Certification, it must follow an ethical approach according to which all actors must *"do things right at all times and meet legitimate expectations of consumers/tourists, thus helping to implement the principles contained in the Global Code of Ethics for Tourism"* (UNWTO Quality and Trade Committee).

Accordingly, institutions applying for the certification will also be making a commitment to gradually incorporate into their programme(s) the purposes and principles of the United Nations—as reflected in the UN Sustainable Development Goals, ILO policy papers on decent work, and specifically, the UNWTO Global Code of Ethics for Tourism. As a result, all Institutions/Programmes with a UNWTO.TedQual Certification will be part of a continuous quality improvement process that integrates the **UN purposes and principles** as a transversal issue.

The core issue to be evaluated centres upon the **student** and the connection and response of the programme to the needs of **employers** (public and private) and to the global, national and local reality. Further key aspects evaluated are the **curriculum and pedagogical system**, the **faculty** and **management** and extent to which the Programme(s) embrace the principles of the **Global Code of Ethics for Tourism**.

The following types of tertiary (post-secondary) programmes can apply for UNWTO.TedQual Certification:

- Tourism and/or Hospitality Education Programmes.
- Tourism and/or Hospitality Training Programmes.

The UNWTO.TedQual Certification is awarded to those programmes that comply with a minimum standards set by the UNWTO. Based on the score obtained during the audit process, the Certificate is awarded for 1, 2, 3 or 4 years and will then need to be renewed through the UNWTO.TedQual Certification Renewal Process.

The Key Benefits

The UNWTO.TedQual Certification brings the following benefits to Programmes/Institutions:

- **Prestige:** the certification is awarded by the UNWTO to leading tourism education and training programmes in the world.
- **Continuous development:** the certification fosters continuous programme development.
- **Internationalisation:** encouraging and supporting internationalisation of curriculum.
- **Networks:** partnerships and collaborations with other leading tourism education and training programmes.
- **Credibility (internal):** recognition of the programme by the wider institution.
- **Credibility (external):** attractive to students in terms of programme quality and UNWTO brand.
- **Benchmarking:** collection and analysis of data, reflection on achievements.
- **Focus:** clarifying processes that may not otherwise be a priority.
- **Future oriented:** continued incorporation of new trends and ideas into the programme.
- **Promotion:** UNWTO.TedQual logo can be used in all marketing materials.

III. Who Can Apply?

UNWTO.TedQual Certification can be requested by any tertiary (post-secondary) tourism education or training Institution that has at least one tourism programme that is delivered on a regular basis.

In order to apply, the Institution will have to meet the following conditions:

1. Have at least one cohort of students who have graduated from the programme for which the certification is sought.

Institutions which do not comply with this requirement can opt to apply for Pre-Audit and/or Mentoring.

2. Provide Completed Request Form.

IV. Steps in the UNWTO.TedQual Certification Process

The overall process consists of the following 8 key steps:



These 8 steps progressively build on the information obtained in the previous steps and stakeholders.

The following two documents supply the documentary information on which the **Onsite Audit (Step 7)** is built:

- Self-Assessment.
- Supporting Documentation.

The **Onsite Audit (Step 7)** provides the auditor with the necessary background and contextual information and enables him/her to verify the information provided by the Institution through the documentation.

The **Onsite Audit (Step 7)** results are analysed by the **UNWTO.TedQual Advisory Board** which will make the final recommendation on granting the certification. This ensures transparency through the external review and verification of the audit report by an external and independent body.

The 8 steps of the process are explained in detail below.



The Institution contacts the UNWTO.TedQual Programme to request information about the certification – please send email to tedqual@unwtothemis.org. The UNWTO.TedQual Programme will reply by sending the Information Pack. This which will include:

- Manual.
- Philosophy.
- Request Form.
- Self-Assessment Form.



The Institution completes the **Request Form** with the required basic information about the Institution, its key people and the programme(s) it wishes to submit to the Certification Process. This form must be sent to the UNWTO.TedQual Programme by email to the email address tedqual@unwtothemis.org.



The UNWTO.TedQual **Self-Assessment**, as its name implies, is the process by which the Institution evaluates and reports the performance of the programme by examining each of the aspects that will subsequently be evaluated by the auditor during the **Onsite Audit** (stage 7).

Additionally, it is also used to gain an understanding of the specific context in which the programme is delivered, so that each programme can be evaluated taking into consideration the corresponding national education and training policies and accreditation system (if any).

Within this framework, the programme will be asked to complete a document which is composed of three sections:

- a) General information about the programme.
- b) Information by area of analysis.
- c) A section regarding the inclusion of the aims and principles of the Global Code of Ethics for Tourism by the programme.

The completed Self-Assessment Form must be sent to the UNWTO.TedQual Programme for evaluation by the TedQual Advisory Board.



This first evaluation of the Programme is based on the information provided in the Self-Assessment form. This allows the UNWTO.TedQual Programme to get an initial idea whether the Institution and the programme(s) submitted for Certification is/are in a strong position to apply for the certification or whether further work needs to be carried out on certain areas before the Institution is in a position to apply for the Certification.

This evaluation is carried-out at no cost and is meant as a guide for the Institution. It also forms the basis for the decision whether the Institution can proceed to the next stage.

The evaluation of the Self-Assessment can be positive or negative. If the result is positive then the Institution can proceed to the payment stage (**Step 5. Payment**).

If the TedQual Advisory Board feels that, in their opinion, the programme(s) is/are not ready at this stage to apply for the UNWTO.TedQual Certification, the Institution will be offered an alternative option to gain the Certification through the **UNWTO.TedQual Pre-Audit** and possibly, mentoring.

Please note that the Institution/Programme can decide not to continue with the process after receiving the result of the Self-Assessment and no associated costs will be charged at this stage.



Once the Institution/Programme is ready to continue with the process, an invoice will be sent to the Institution against which the Institution makes the payment.

For more information on the costs, please refer to section *VIII. Costs Associated to the UNWTO.TedQual Certification*.



Once the payment has been made, dates for the audit will be set with the Institution and the appointed UNWTO.TedQual auditor.

The UNWTO.TedQual Programme will then send the Institution the list of documents that need to be compiled for the audit. These documents are the evidence needed from the Institution in order to support and validate the information given in the Self-Assessment.

Each of the evaluated areas (processes) is explained below:

Process 1. Employers. The aim of this process is to verify that the programme has taken into consideration the views and needs of future employers of the public and private sector.

Process 2. Student. The aim of this process is to verify that the programme has implemented efficient mechanisms for communication and coordination with the student (before the start of the studies, during and after graduation). It also seeks to see how student performance and satisfaction is assessed by the programme.

Process 3. Curriculum and Pedagogical System. The aim of this process is to verify the coherence of the curriculum content, the efficiency and appropriateness of the pedagogical methods and the suitability of the pedagogical resources.

Process 4. Faculty. The aim of this process is to verify the existence of transparent mechanisms to select the faculty, as well as the appropriateness of working conditions and provisions for professional development.

Process 5. Management. The aim of this process is to verify the existence of an organizational structure as well as support tools to monitor and strengthen the programme's quality.

Process 6. Global Code of Ethics for Tourism. The aim of this process is to evaluate the extent to which the Programme has embraced the principles of the Global Code of Ethics for Tourism.



The first UNWTO.TedQual Audit is an onsite exercise with a main aim to verify that the Programme complies with the requirements established by the World Tourism Organization as minimum quality standards for tourism education or vocational training programmes.

This **Onsite Audit** is performed by an auditor who is part of the permanent team of UNWTO.TedQual auditors. The basic work documents used during the audit are:

- Self-Assessment.
- Documents provided as evidence.

The duration of the onsite audit depends on the number of programmes audited. In the case of one programme, the onsite audit will be carried out over 3 days, in the case of 2-3 programmes, the audit will take place over a period of 4 days etc.

The **Onsite Audit** is the central part of the UNWTO.TedQual Certification Process. The auditor will request a meeting with key stakeholders involved and/or directly benefiting from the programme such as:

- Employers (public and private sector).
- Students.
- Alumni.
- Faculty, administrative staff in direct contact with the students.
- Civil society.
- And the following:
 - Programme Director.
 - Director of the Unit/Faculty/School in which the programme is integrated.
 - The person responsible for the office/department/unit of international relations and international programmes of the Institution.

It is also important to schedule a guided inspection tour of the campus or campuses where the programme's classes take place, as well as of the support facilities. During the audit the auditor will also have time to review the documentation and to ask the work team supplementary questions as needed.

The audit will be conducted according to a pre-prepared **work agenda** which will be prepared in advance by the Institution and will be agreed between the auditor and the Programme (a template is provided by the UNWTO.TedQual Team).



Following the audit, the auditor prepares the Audit Report. The report is then sent to the **UNWTO.TedQual Advisory Board**, the body responsible for validating the audit and issue the final decision regarding the number of years for which the Certificate will be granted.

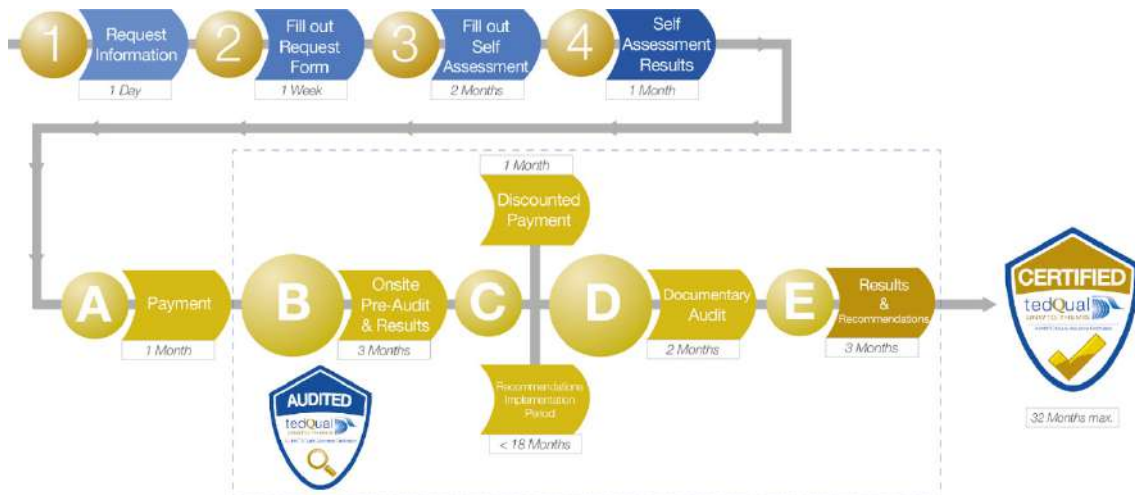
The Institution will receive the final decision within a maximum of 3 months after the audit. If the UNWTO.TedQual certification is granted, the official certification letter will be sent to the Programme along with the audit report. The corresponding Diploma(s) signed by the Secretary-general of UNWTO will be sent within two months.

The UNWTO.TedQual audit report contains detailed information on the different areas evaluated and contains recommendations for improvements. The implementation of these recommendations will be the basis for the renewal process. Therefore, it is advisable for the institution, as a next step, to develop an action plan to address these recommendations.

Depending on the score obtained during the audit process, the UNWTO.TedQual Certificate could be issued for a period of one to four years.

v. Other Options

UNWTO.TedQual Pre-Audit



If after the Self-Assessment the TedQual Advisory Board expressing that, in their opinion, the programme is not ready to apply for the the UNWTO.TedQual Certification, an alternative option exists for the Institution to seek UNWTO.TedQual Certification. This option is called the **UNWTO.TedQual Pre-Audit**.

The **UNWTO.TedQual Pre-Audit** is an alternative and voluntary initial evaluation phase within the UNWTO.TedQual Certification and is designed specifically for those Institutions who possibly need some guidance before submitting for the final UNWTO.TedQual Certification or those new programmes that do not have their first cohort of graduating students.

This UNWTO.TedQual Pre-Audit follows the lines of the TedQual Certification process and also includes an Onsite Pre-Audit. In this case the auditor writes-up the recommendations for improvement based on the required UNWTO.TedQual standards, thus permitting the Institution and its programme to implement the improvements before applying for the final UNWTO.TedQual Certification.

This option is also ideal for those Institutions that do not yet have their first cohort of graduated students and for those who simply wish to obtain guidance from the UNWTO.TedQual Certification Programme and test their present quality standards. Institutions which decide to apply for this option, are given *a reduction of 50% on the price of the 2nd phase* - the UNWTO.TedQual Certification. The only condition is that they apply for this second phase in no more than 18 months after the Pre-Audit Process. The audit in the 2nd phase - the final Certification audit, would then be a documentary audit.

The table below explains the two options the Institution has (with or without the UNWTO.TedQual Pre-Audit Process).

Options	Pre-audit Evaluation	Certification Process
Standard Process	---	Self-Assessment Form + Onsite Audit
	---	Full Cost of UNWTO.TedQual Certification Process
Pre-Audit Evaluation + Certification	Self-Assessment Form + Onsite Audit	Self-Assessment Form + Documental Audit <i>(possible extra online or phone interviews)</i>
	Same Cost as UNWTO.TedQual Certification Process	50% UNWTO.TedQual Audit Cost

Should your Institution decide to go ahead with the UNWTO.TedQual Pre-Audit Process, please complete the **Request Form** and send it back to the UNWTO.TedQual Programme. This will confirm your Institution’s wish start the **UNWTO.TedQual Pre-Audit Process**.

Multi-Campus Certification

This option has been specifically designed for Institutions which offer the same programme in several different campuses with the aim to allow both/all campuses to promote the programme as a UNWTO.TedQual Certified programme and enjoy the benefits UNWTO gives to those Institutions.

Although, a priori, a programme content would be identical in different campuses, the UNWTO.TedQual Certification criteria also checks points that involve the environment and the local stakeholders (for example, the acceptance of students in the labor market, or how the needs of the market and industry are taken into consideration when creating the curriculum content, etc.) and these points are likely to differ depending on the location of the campus.

Taking this into consideration, we have set-up a Certification plan specially designed for Multi-Campus Institutions. The process is as follows:

- The Institution applies for UNWTO Certification for the Programme at the main Headquarter Campus. This process will be a full UNWTO.TedQual Certification process with an **Onsite Audit**.
- The programme in the second/third etc. campus will be evaluated only on those differentiating points of criteria. This will be carried out through a

Documentary Audit by the same auditor who carried-out the initial evaluation of the programme at the Headquarter Campus.

- The consequent renewal processes will always be 1 onsite and 1 documentary audit on a rotating basis between the different campuses.
- Regarding the cost, the audit process fee for the additional campus(es) will be charged as if the Institution was 'adding a programme' (+10%) and not as if it was a whole new process (100%). This will also be applied to renewal processes costs. (Example: 1 programme in 1 campus: 10.000.-€; 1 programme in 2 campuses: 11.000.-€). For more information about the costs please check *VIII. Costs Associated to the UNWTO.TedQual Certification process*.

Please note that onsite audits might be required when the campuses are in different countries.

The steps that need to be taken are the following:

1. The Institution completed a Request Form with the second Campus' data and facts (form available upon request - tedqual@unwtothemis.org).
2. The Institution completes the online questionnaire that allows us to evaluate the differences between the campuses/programme. The questionnaire can be found here:

<https://survey.zohopublic.com/zs/QDCuG6>

3. The UNWTO.TedQual Programme will send an invoice to the Institution.
4. Once the Payment has been processed, the UNWTO.TedQual Programme will put the auditor in contact with the Institution and the Institution will have to submit the documents concerning the identified differentiating points between the two Campuses/programmes.
5. The auditor will then write up the Audit report and the result will be sent to the Institution.

VI. Practical Tips Based on Frequently Asked Questions

This section answers the most commonly asked questions and provides some practical advice for Institutions/Programmes considering to apply.

General Recommendations

- ✓ Avoid making a Self-Assessment where you attempt to display only the positive aspects of the programme. The auditor's work and thus the recommendations that will be given in the audit's report will be more useful if the Onsite Audit is conducted on the basis of previous work that has identified strengths and weaknesses of the programme.
- ✓ It is advisable to name a team of at least two people to work on the compilation of documentation and the Onsite Audit. This will ensure the audit process has continuity over time.
- ✓ In order to facilitate the interaction between the auditor and the programme, the Institution will have to send the documentary evidence one month prior to the start of the audit. Clearly state what the competencies and therefore the direct responsibilities of the Programme are.
- ✓ In the case a national/regional accreditation system exists, please explain its main features (if it is mandatory, its duration, existing monitoring system, etc.).
- ✓ Should problems to deliver the requested information arise in any of the areas, please specify this in the description of each area of analysis.
- ✓ It is recommended to designate an office for the auditor to use, which ideally should have a folder for each process with the corresponding Self-Assessment summary, and access to Internet and to the programme's website.
- ✓ If possible, please do not be present when the auditor meets with students, faculty and employers, as this can influence their answers.

Difficulties that may arise during the Self-Assessment and Documentation Compilation and their possible solutions

It is not uncommon during the compilation process for the programmes to encounter a series of difficulties in gathering the requested evidence, ranging from not having access to the requested information (due to it being centralized), to not having records on how the process of defining policies/mechanisms to ensure the proper operation of the programme took place.

For this reason, it is of vital importance for the Self-Assessment to be performed for each area of analysis, in order to obtain a general picture of their situation where these particularities could be explained.

There are also clear differences amongst the different education and training systems around the world, as well as there are clear differences between public and private institutions. These will have implications for the audit and will be taken into account. For this reason, it is essential for the Institution to reflect these special aspects in their documentation.

It is, therefore required to provide an overview about the education system, its national specificities and any other special conditions that are important to consider during the Audit. Please also state if the Institution/Programme has already obtained any other accreditation and certification.

vii. Renewal of UNWTO.TedQual Certification

Depending on the results of the audit, the certification is issued for a period of one to four years. After this, the UNWTO.TedQual Certification must be renewed.

The renewal process seeks to review the extent to which the UNWTO.TedQual Institution has accomplished and/or implemented the recommendations given in the UNWTO.TedQual last Audit Report and what improvements were made in relation to quality and the compliance with the UN purposes and principles.

Every 2nd renewal will be conducted through a Documentary Renewal audit (ie, one documentary, one onsite, one documentary, one onsite, and so on). This means that the auditor would carry out the audit process based on the documents sent by the Institution and without visiting the Institution.

These documents would be the reflection of those improvements implemented based on the previous audit report recommendations. The cost associated to this documentary process is 50% of the cost of an Onsite Audit.

Please note that a Documentary Audit is only applicable for a renewal process, never for a First Certification (the only exception being in the case of a programme in Multi-Campuses).

VIII. Costs

The costs associated to the UNWTO.TedQual Certification are based on:

- Categorization of the country where the Institution is located according to the UNDP's Human Development Index.

VHHD: Very High Human Development.

HHD: High Human Development.

MHD: Medium Human Development.

LHD: Low Human Development.

For further information on the HDI-UNDP: Human Development Index UNDP, Ranking by Country please refer to: <http://hdr.undp.org/en/statistics/>.

- Whether the institution is a private or public institution.
- Number of programmes to be certified.

Please note that **there is a one-off payment** for the certification. This means that there is no pre-registration fee and there is no extra charge for the auditor's travel expenses etc.

Payment will be made against an invoice sent to the Institution after the completion of the **Self-Assessment** stage. Payment will formally express the Institution's intention to continue with the process. There will be no reimbursement option once the payment has been made.

The following tables show the cost associated with the UNWTO.TedQual Certification.

First Certification and Onsite Renewal *

HDI - UNDP	VHHD		HHD		MHD		LHD	
N° Programmes	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)
1	8.500	10.000	7.650	9.000	4.000	5.500	3.000	4.000
2	9.350	11.000	8.415	9.900	4.400	6.050	3.300	4.400
3	10.200	12.000	9.180	10.800	4.800	6.600	3.600	4.800
4	11.050	13.000	9.945	11.700	5.200	7.150	3.900	5.200
5	11.900	14.000	10.710	12.600	5.600	7.700	4.200	5.600
6	12.750	15.000	11.475	13.500	6.000	8.250	4.500	6.000
7	13.600	16.000	12.240	14.400	6.400	8.800	4.800	6.400
8	14.450	17.000	13.005	15.300	6.800	9.350	5.100	6.800
9	15.300	18.000	13.770	16.200	7.200	9.900	5.400	7.200
10	16.150	19.000	14.535	17.100	7.600	10.450	5.700	7.600

* Documentary Renewal Processes have a discount of 50% on these fees.

First Certification including UNWTO.TedQual Pre-Audit

HDI - UNDP	VHHD		HHD		MHD		LHD	
N° Programmes	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)
1	12.750	15.000	11.475	13.500	6.000	8.250	4.500	6.000
2	14.025	16.500	12.623	14.850	6.600	9.075	4.950	6.600
3	15.300	18.000	13.770	16.200	7.200	9.900	5.400	7.200
4	16.575	19.500	14.918	17.550	7.800	10.725	5.850	7.800
5	17.850	21.000	16.065	18.900	8.400	11.550	6.300	8.400
6	19.125	22.500	17.213	20.250	9.000	12.375	6.750	9.000
7	20.400	24.000	18.360	21.600	9.600	13.200	7.200	9.600
8	21.675	25.500	19.508	22.950	10.200	14.025	7.650	10.200
9	22.950	27.000	20.655	24.300	10.800	14.850	8.100	10.800
10	24.225	28.500	21.803	25.650	11.400	15.675	8.550	11.400

Multi Campus Certification and Renewals

HDI - UNDP	VHHD		HHD		MHD		LHD	
N° Campus	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)	Public Institutions (€)	Private Institutions (€)
1	8.500	10.000	7.650	9.000	4.000	5.500	3.000	4.000
2	9.350	11.000	8.415	9.900	4.400	6.050	3.300	4.400
3	10.200	12.000	9.180	10.800	4.800	6.600	3.600	4.800
4	11.050	13.000	9.945	11.700	5.200	7.150	3.900	5.200
5	11.900	14.000	10.710	12.600	5.600	7.700	4.200	5.600
6	12.750	15.000	11.475	13.500	6.000	8.250	4.500	6.000
7	13.600	16.000	12.240	14.400	6.400	8.800	4.800	6.400
8	14.450	17.000	13.005	15.300	6.800	9.350	5.100	6.800
9	15.300	18.000	13.770	16.200	7.200	9.900	5.400	7.200
10	16.150	19.000	14.535	17.100	7.600	10.450	5.700	7.600