



**PRESS RELEASE**  
**La Rochelle, 22<sup>nd</sup> November 2022**

## **Excelia Tourism School has had its UNWTO.Tedqual certification renewed by the World Tourism Organization for a further 4 years, and with a near perfect score**

At the beginning of November, Excelia Tourism School received formal confirmation from the United Nations World Tourism Organization that its UNWTO.Tedqual certification has been renewed for a further four years. With an exceptional score of 98.46 out of a maximum of 100, the school distinguished itself on all the criteria used for awarding the certification: school/company relations, continuous improvement approach, diversity of learning methods, quality of the Faculty, and teaching excellence. Created by the World Tourism Organization, the UNWTO.Tedqual certification is a reference in terms of high level education and training in the fields of tourism and hospitality as well as the restaurant sector. Excelia Tourism School is the only French school to hold this certification.

### **Certification of international scope**

The UNWTO.Tedqual (United Nations World Tourism Organization. Tourism Education Quality) certification is issued by the World Tourism Organization. A specialised institution of the United Nations, its objective is to promote and develop tourism. Its missions are based on two key pillars:

- to promote the development of responsible, sustainable, and universally accessible tourism
- to encourage the application of the Global Code of Ethics for Tourism

Within the framework of these missions, the WTO awards UNWTO.Tedqual certification with the aim of enhancing the quality of education, study programmes, and research in tourism.

### **Excelia Tourism School: the only French school with UNWTO.Tedqual certification**

In 2009, Excelia Tourism School became the first French tourism school to obtain UNWTO.Tedqual certification across all its programmes.

Now its certification has been renewed with scores close to the maximum for each of the assessed quality criteria. An overall score of 832 out of 845 has enabled Excelia to be awarded the maximum renewal period of 4 years.

Excelia Tourism School remains the only French school to boast this certification, with barely one hundred schools throughout the world holding this label (Source: UNWTO).

### **The school's commitment to sustainable tourism and CSR ,a guiding principle**

In their audit report, the World Tourism Organization auditors highlighted the school's commitment to sustainable tourism and CSR through:

- a consistent inclusion of the Global Code of Ethics for Tourism in its pedagogy, resulting in a strong emphasis on responsible tourism, sustainable tourism, and universally accessible tourism
- the success of its Humacité<sup>®</sup> initiative and the subsequent development of Climacité<sup>®</sup>
- in-depth research in sustainable tourism and CSR, reinforced by the activity of Excelia's Tourism Management Institute (TMI), as well as an increase in the number of Faculty

## A school with a strong international dimension, recognised by both the academic and the corporate world

The auditors also highlighted:

- the school's reputation in the eyes of institutional bodies and professionals in the sector, including its Alumni, and the close links it maintains with this entire community
- the academic recognition of its study programmes, in particular the State-certified *Visa*
- its marked internationalisation and recognition outside of France: 27% of students of 30 different nationalities, and a number of study tracks offered in English



*"The renewal of the UNWTO.Tedqual certification by the World Tourism Organization is a source of great satisfaction to me personally for several reasons. It acknowledges our drive for excellence in which all the school stakeholders are actively involved. Secondly, the criteria for awarding this certification focus on CSR and sustainable development, which are an integral part of Excelia's DNA. Last but not least, it endorses a set of processes that all contribute to achieving one ultimate goal: ensuring secure and sustainable employability for our students."*

**Pascal Capellari, Director of Excelia Tourism School**

### The 6 quality criteria of the UNWTO.Tedqual certification

- The quality of the education offered to students
- The connection and relevance of the tourism programme to the needs of future employers (public and private) and to civil society
- The teaching methods
- The Faculty
- The administrative processes
- The implementation of the Global Code of Ethics for Tourism

#### About Excelia

Created in 1988, Excelia is one of the leading French Higher Education groups. With a strong presence in its local regions, and an international outlook, it comprises 5 Schools operating over 4 campuses: Excelia Business School, Excelia Tourism School, Excelia Digital School, Excelia Academy, Excelia Executive Education. It currently educates some 5,500 students. It holds the following labels and accreditations: EESPIG, AACSB, EQUIS, AMBA and EFMD, as well as UNWTO.TedQual (United Nations) in the field of tourism.

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