

Unlocking life chances: Vocational training for disadvantaged young people in Kenya

- *TUI Academy empowers the careers of 90 young women and men in Kenya*
- *Project innovates beyond guest-facing hospitality careers and offers vocational training in technical trades as demand for maintenance jobs surges on Kenyan coast*
- *Programme is a part of the global TUI Academy, which combines theoretical education with on-the-job training, life skills coaching and social support*

Berlin, 10 October 2025. *Tourism creates many more jobs beyond those guests see at reception and in restaurants. Maintenance departments keep hotels in shape. They fix leaks, make repairs and ensure everything works flawlessly. Maintenance departments rely heavily on skilled technicians to meet the diverse needs of each property. The first TUI Academy in Kenya is now tapping into the strong demand for technical staff and is offering young Kenyans in Mombasa the opportunity to learn a variety of technical trades.*

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com

Over a period of three years, in partnership with Severin Craftsman Training Center, the programme targets 90 young people, offering vocational training as a plumber, electrician, mason or metal worker. The programme offers a new perspective for participating students, who may not otherwise be able to afford the cost of vocational training after secondary school and enrolling at a technical institution and who may therefore be at high risk of unemployment. Trainees are recruited from the Mombasa region, with a particular focus on mobilising women. Severin Schulte, Executive Director of Severin Craftsman Training Center: "Together with the TUI Care Foundation, the Severin Craftsman Training Center is creating the next generation of young technical professionals on the Kenyan coast as the demand for skilled workers continues to increase!"

In addition to theoretical education and extensive life skills coaching, students are offered the chance to undertake practical work experience, giving them valuable exposure to the tourism and hospitality industry. Under the guidance of supervisors, students are placed in hotel maintenance departments to gain work experience and help them prepare for the job market. After successful completion of the National Industrial Training Authority examinations, graduates receive Kenyan certificates as well as the AHK Class-C certificate issued by the German Chamber of Commerce Abroad.

The TUI Care Foundation's TUI Academy Programme is currently implemented in 12 destinations around the world including Thailand, the Dominican Republic, Zanzibar, and Sri Lanka. The uniqueness of the programme lies within its additional support services for young people from under-served communities. It often entails day care for single mothers, life counselling, financial literacy and tax training, entrepreneurial education, and much more.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects, which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands.

About Severin Craftsman Training Center

Severin Craftsman Training Center, licensed by Technical and Vocational Education Training (TVET) offers apprenticeships for electricians, plumbers, carpenters, masons and welders. The Training Center applies the German concept of the Duales system whereby theory and practice go hand in hand.

Contact:

TUI Care Foundation
Manuel Ferreira
Head of Programme Management and External Communications
+44 7471 260915
manuel.ferreira@tui.com