

Unlocking opportunities for Moroccan youth: TUI Academy offers vocational training in hospitality

- *TUI Academy Morocco, in cooperation with the Robinson Club Agadir, empowers the careers of 300 young women and men in Morocco*
- *The TUI Academy programme grows to 12 projects worldwide – offering career opportunities to young people from vulnerable communities*

Berlin, 25th March 2025. *With youth unemployment in Morocco exceeding 22%, many young people face significant barriers to entering the workforce. To help tackle this challenge, the TUI Academy Morocco is now empowering 300 students by providing them with high-quality vocational training, practical experience, and the skills needed to build successful careers in the hospitality industry.*

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In the coastal town of Agadir, the TUI Care Foundation aims to provide disadvantaged young women and men with career opportunities in the hospitality sector, targeting at least 100 students per year. The three-year project, which is run in collaboration with Robinson Club Agadir, aims to benefit a total of 300 young people. Participants are equipped with the necessary skills, knowledge, and practical training to confidently enter the job market. The students, aged between 17 to 27, enrol in a 12-month, high-quality vocational training course at the accredited Hotel School on the premises of Robinson Club Agadir. The Hotel School is a centre of 'learning by doing', based on the dual education model: two days a week of classroom training and four days a week of practical training.

Ulrich Thöne, General Manager of Robinson Club Agadir says: "We are providing local young people with a career perspective and at the same time we are strengthening the Moroccan tourism sector, which is in need of skilled workers from the region."

Alexander Panczuk, Managing Director of the TUI Care Foundation adds: "The TUI Academy Morocco equips young people with the skills and hands-on experience needed to build successful careers in the hospitality industry. This initiative is driven by strong partnerships, allowing us to create new opportunities for individuals and contribute to the social and economic development of local communities."

The students are trained at the Robinson Club Agadir with an intensive one-year programme, including courses in Front Office, Housekeeping, Food & Beverage, Tech, Spa and Kitchen, as well as special modules on sustainability, personal development and employability skills. After passing their exams, the TUI Academy graduates receive a diploma and leave with the best chance possible of finding a job in tourism and a brighter future ahead.

The TUI Care Foundation's TUI Academy Programme is currently implemented in 12 destinations around the world including Sri Lanka, the Dominican Republic and Zanzibar. The programme offers vocational education and career opportunities to young people from vulnerable communities. It builds on the potential of tourism as an

established driver of global job growth and combines theoretical education with on-the-job training and life skills coaching. Each TUI Academy is unique to its destination and offers a variety of vocational qualifications

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. www.tuicarefoundation.com

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