

Expanding access to hospitality careers for disadvantaged youth in Vietnam: New TUI Care Foundation Academy opens its doors in Hanoi

- *Vocational training programme equips 100 young people with accredited hospitality skills and pathways to employment*
- *Comprehensive support model strengthens confidence, life skills, and long-term employability of students from vulnerable backgrounds*

Berlin, 9 July 2026. *TUI Academy Hanoi is launched to respond to the growing need for inclusive education-to-employment pathways in Vietnam's growing tourism and hospitality sector. By combining accredited vocational training with practical work experience and holistic support, the project aims to equip disadvantaged young people with the skills, confidence and opportunities required to build sustainable careers. Implemented in Hanoi, the initiative connects youth employment with the long-term development of a skilled local workforce for the tourism industry.*

TUI Care Foundation
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www.tuicarefoundation.com

Vietnam has one of the largest youth populations in Southeast Asia, yet young people aged 15–24 account for almost half of the country's unemployed population. Access to quality vocational education remains limited, particularly for those from low-income households, rural areas, or unstable family backgrounds. Only a small share of the workforce holds a recognised vocational qualification, and the gap between education and the needs of the labour market continues to widen. As a result, many young people are forced into insecure employment or remain excluded from formal work, increasing their vulnerability to exploitation and long-term poverty. At the same time, Vietnam's expanding tourism and hospitality sector creates a clear opportunity to align inclusive education with sustainable tourism growth.

TUI Academy Hanoi addresses these challenges through a structured, two-year hospitality training programme for disadvantaged young people aged 18–24. The project is implemented in collaboration with Net4kids, an organisation that connects companies and entrepreneurs to high impact projects for youth and KOTO Foundation, a local social enterprise with more than 25 years of experience in vocational training and youth support. The programme combines internationally accredited hospitality education with practical learning in a professional environment, alongside English language, computer training, and life skills development.

In addition to skills training, the Academy provides accommodation, meals, transport support, hygiene products, and counselling services, ensuring a safe and stable learning environment. By the end of the programme, at least 95 participants are expected to graduate, with a minimum of 85 securing employment in the hospitality sector within six months. The project also aims to strengthen participants' self-confidence, independence, and ability to function effectively in professional and personal settings.

By linking vocational education with employment opportunities in tourism, TUI Academy Hanoi contributes to more inclusive and sustainable tourism development in Vietnam.

Through long-term employability, recognised qualifications, and personal development, the Academy delivers lasting benefits for individuals, communities, and tourism destinations alike.

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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About Net4kids

Net4kids works with companies and entrepreneurs to invest in high impact projects in Asia and Africa that create lasting change for children. Their business-driven approach aligns with the CSR and sustainability goals of organisations and leads to concrete and visible results. As a matchmaker, they connect investors with carefully selected local projects that deliver measurable social impact. www.net4kids.nl

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