



UN Tourism

**UN Tourism  
Scholarship  
programme in  
collaboration with the  
Ministry of Tourism of  
the Kingdom  
of Saudi Arabia**



## Scholarship allocation recommendations

Proposed distribution among different collectives

**25%** Ministry personnel

**25%** Young population / Students

**25%** Startups/Scaleups

**25%** Tourism companies (MSMEs) and Professionals

## Scholarship allocation process

To maximize the social impact of these scholarships, the following is recommended:

- 1 Generate the framework for a Scholarship National Contest for Young/Students, Startups and MSMEs/Professional**
- 2 Launch a Communication Campaign to announce the scholarships opportunity inviting applicants with clear selection criteria**
- 3 Selection process (internal)**
- 4 Announcement of beneficiaries in press and social media**

## Beneficiaries Criteria

The following criteria apply to receive scholarships

**Applicant must be proficient in spoken and written English, Spanish, Arabic or French**

**Applicant must commit to beginning the course within 15 days of notification , and completing the course within 2 months of registration (a commitment of about 5 hours per week).**

