



## The URV and PortAventura World sign a collaboration agreement to train 150 resort employees each year

- **PAW Academy, the new training programme, has the objective of facilitating the learning and development of internal talent**
- **It is the first continuous training experience with these characteristics by the URV, designed jointly with a business**



*The spokespeople and representatives of ICLEAT, PortAventura World and the URV during the presentation of the new training programme.*

**PortAventura World, 25<sup>th</sup> of November 2024.** The International Centre for Continuous Training on Tourism (ICLEAT) of the [University of Rovira i Virgili Foundation](#) and [PortAventura World](#) have signed a long-term collaboration agreement to offer **specially designed learning experiences to improve the skills and abilities of resort employees**, as well as to respond to **new demands of the tourism sector**.

Under the name **PAW Academy**, the programme will train **150 professionals** from the company each year. The **first academic year** has already begun this November, with students of very diverse profiles, from **managers to area supervisors and operators**, all with something in common: their **potential for growth**. The classes are taught in **hybrid** format, combining presential and virtual training, thereby facilitating work-life balance.

In total, there are **three training and development programmes**, designed jointly and endorsed by the URV, which will grant a postgraduate diploma to graduate students and a certificate of having completed the course to other participants. For managers, the **"Management development in the theme park and hotel operation sector"** programme has been created; for supervisors and administrators, the **"Theme park and hotel management"** programme; and for specialists, operators and assistants, three **micro-credentials in "Catering (Parks and Hotels)", "Theme Parks" and "Hotels"**. The training will extend until mid-



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December 2025, with a total of 15 university credits and 150 hours of presential and virtual training.

**Marta Nel-lo, Director of ICLEAT**, highlighted that *"It is the first agreement with these characteristics between the URV and a business. We hope to be able to expand this initiative to other companies that demonstrate the same interest as PortAventura World in continuous training."* Likewise, she highlighted that *"This Project is aligned with our objective of highlighting continuous training as an asset that must contribute to the growth of businesses and the production sector in general"*.

Additionally, **Fernando Aldecoa, Director General of PortAventura World**, stated that *"At PortAventura World we want to commit to people's development through quality training, that has a positive impact on both their professional and personal growth and on the resort and our visitors. We knew that if we wanted to do so, it had to be with the URV, which has been a strategic partner for the company for many years."*

In this regard, **Josep Pallarès, Rector of the URV**, added: *"We are very proud to have become one of the first universities to align with the requirements of the Microcreds Plan, the European standards and strategies regarding micro-credentials, with the needs of the agents of the production sector of the region. This has allowed us to co-design these programmes and represents a great advance."*

With the presentation of PAW Academy, the University of Rovira i Virgili, ICLEAT and PortAventura World demonstrate their **commitment to the educational and professional transformation of the region**, contributing to identifying and promoting talent and developing loyalty, becoming a **hub of opportunities** in the province.

#### **About PortAventura World Parks & Resort**

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 29-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort operates 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), and has 4 hotels under management offsite, totalling more than 3,000 rooms (Ponient Hotels), as well as a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, Ferrari Land Park, the only of its kind in Europe, and a water park that is a leader in Europe, with a range of world-class attractions. In April 2023 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.

#### **About the University of Rovira i Virgili**

The University of Rovira i Virgili is the university of southern Catalonia, which gives the region a knowledge structure with international prestige. The URV has twelve teaching centres spread throughout the region, as well as affiliated centres, with modern infrastructure and technology facilitating teaching and research.

The training it provides includes around 60 Degree courses, 60 Master's degrees (many of them inter-university), a large PhD programme and scheduling of continuous training to assist professionals in the constant update of knowledge and improvement of skills.

Each academic year, the URV trains 15,000 students in knowledge areas adapted to social demand and the needs of the work environment. Its model allows study in small groups, maintaining a close relationship with teaching staff, undertaking internships at companies and access to dual training.

It is a university with an international vocation and forms part of various networks which share the vision of influencing social change through academic and research excellence. At the same time, it is academically and socially committed to human rights, institutions and the democratic ideals of citizens and the region, especially regarding defence of Catalan language and culture.



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### **Press contacts PortAventura World**

#### **Salva Marsal**

[salva.marsal@portaventura.es](mailto:salva.marsal@portaventura.es)

Tel. +34 977 779 107 / +34 683 353 838

#### **Judith Lleixà**

[judith.lleixa@portaventura.es](mailto:judith.lleixa@portaventura.es)

Tel. +34 977 779 028 / +34 649 074 605

#### **Press contact URV**

[comunicacio@urv.cat](mailto:comunicacio@urv.cat)

Tel. +34 639 569 725