Forward-thinking leaders for a changing world.

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Volunteers
Cotelco Joven
Colombia
Tourism growth + opportunities

UNWTO, 2017

Source: World Tourism Organization (UNWTO) ©
Colombia

Tourism represents

2nd economic sector (2017)
10% total exportations (2017)
1.8 million jobs (2015)
+5 million visits (2017)

Procolombia, 2017, personal communication.
200 tourism leaders feel

"Lack of experience and knowledge to face the labor environment"

"Need of more integration between actors"
Would like to "be involved to plan the future"

Tourism Value-Chain

Youth Volunteering
The tourism integrating factor
Youth volunteering: the tourism integrating factor

Talent Development Strategy by Cotelco Joven

Entrepreneurial volunteering, empowerment & training

Key action lines
- On-the-job training
- Updating training
- Creation

Leaders - Change agents - Decision makers with concrete innovative projects

Tourism Sector which gets benefits from developed human resources and supports young initiatives

Mission

To associate young students and practitioners of tourism related majors and empower them to generate sustainable solutions to the sector requirements.

From varied Universities, From varied Affiliates.
On-the-Job Training

As a member of the management team

Organizational Structure

General Assembly

Presidency

Executive Direction

Finance
Communication
Events
Affiliates
Regional Committees
Projects

Strategy

Updating Training

Organizing events and workshops
Developing soft skills
Sharing knowledge

Undertaking and leadership conference in Santander, Colombia.
Strategy

Creation

Brainstorming

Action Plan

Implementation
I Congreso de Jóvenes Líderes en Turismo
"Reinventando el panorama"

04 AL 06 DE MAYO DE 2017
Case Study

On-the-Job Training
Impact

- Personal & career growth
- Developed human resources
- Employability
- Responsible traveling
- Equality

How money travels

WTTC, 2017
<table>
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<tr>
<th>Human Resources Supply</th>
<th>Young Tourism Statistics</th>
<th>Innovative approaches</th>
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Reach

- Academic institutions
- Companies

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Joven

Cotelco

Associação Hotelera y Turística de Colombia
Let's make a global movement!
