

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



2nd UNWTO Global Conference on Talent Development: Strategies for Competitive Destinations

The Conference aims to hold debates on the current challenges of education in tourism, on the tourism labour market and on talent development. The technical sessions will be held to address the needs, benefits and issues surrounding talent development of the tourism sector, as well as generate a platform for the exchange of success stories, challenges, and experiences and identify international best practices. The conference will build awareness in the public and private sector and other tourism stakeholders about the importance of attracting and promoting young talent.

Saturday, 7 October 2017 –Marbella

Pre-event leisure and tourism activities

Sunday, 8 October 2017 – Les Roches Marbella

Master of Ceremonies: Mr.J. Emmanuel Soler, Director of Operations, Les Roches Marbella.

09:30 – 18:00 Registration

10:00 – 13:00 Affiliate Members Meeting, Europe

Presentation by Ms. Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO

18:00 – 18:30 Opening Ceremony

18:30 – 18:40 Special Introduction on Talent Development

18:40 – 19:45 Students Interview with the Executive Director of UNWTO

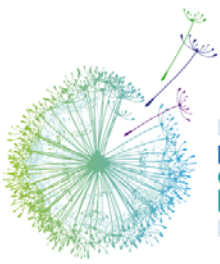
19:50 – 22:30 Welcoming Cocktail Dinner

Monday, 9 October 2017 – Palacio de Congresos de Marbella

Master of Ceremonies: Mr.J. Emmanuel Soler, Director of Operations, Les Roches Marbella.

09:00 – 10:30 Session I: Policy and Education

10:30 – 11:00 Coffee Break



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11:00 – 12:30 Session II: When Destinations meet Talent

12:30 – 13:30 Workshop I: Building Leading Skills for the Entrepreneurial & Corporate World

13:30 – 15:00 Networking Lunch

15:00 – 16:00 Workshop II: Boost your International Networking Skills

16:00 – 17:30 Session III: Innovation in Competitive Destinations

17:30 – 17:45 Presentation of the UNWTO Knowledge Network Issue Paper. Talent Development: Key for Destination Competitiveness, presented by CENFOTUR

20:00 – 23:00 Marbella Experience

Tuesday, 10 October 2017 – Les Roches Marbella (¿?)

Master of Ceremonies: Mr.J. Emmanuel Soler, Director of Operations, Les Roches Marbella.

09:00 – 10:30 Coopetition: Debate on the Future of Destinations

10:30 – 11:00 Coffee Break

11:00 – 12:30 Session V: Trends and Opportunities

12:30 – 13:30 Workshop III: Fostering Talent in Destination Management

13:30 – 15:00 Networking Lunch

15:00 – 16:00 Workshop IV: The skills you must grab for your career

16:00 – 17:00 Workshop V: How I reached top international positions in travel & tourism

17:00 – 17:20 Presentation of the UNWTO Knowledge Network Report: Innovation in Tourism: Bridging Theory and Practice.

17:20 – 17:45 Closing Remarks

20:00 – 23:00 Closing Dinner

Wednesday, 11 October 2017 –Marbella

Post-event leisure and tourism activities