

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



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

Preliminary Programme

06 October 2017

Sunday, 8 October 2017 (Venue: Les Roches Marbella)

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

09:30 – 18:00 Registration

15:30 – 17:30 Affiliate Members Meeting, Europe

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

18:00 – 18:30 Opening Ceremony

Opening and Welcoming Remarks by

- Carlos Díez de la Lastra, General Manager, Les Roches Global Hospitality Education, Spain
- Ángeles Muñoz, Mayor of Marbella, Spain
- Susana Ibáñez Rosa, Tourism Secretary General, Regional Ministry for Tourism & Sport, Andalusia, Spain
- Matilde P. Asían, Secretary of State for Tourism, Government of Spain (tbc)
- Carlos Vogeler, Executive Director, UNWTO

18:30 – 18:45 Special Presentation on Talent Development in Tourism:

Slobodan Unkovic, PhD., Full Professor of the Faculty of Economics, University of Belgrade, Professor Emeritus of Singidunum University, and Deputy President of the National Council for Tourism Development, Serbia

18:45 – 19:30 Students Interview with the Executive Director - UNWTO

- Carlos Vogeler, Executive Director, UNWTO

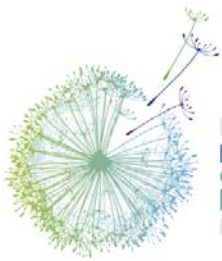
Student Representatives:

- Arnold Amrhein Madrigal, Les Roches Marbella, Spain
- Marika Endo, Wakayama University, Japan
- Bianca Wu, Glion Institute of Higher Education, Switzerland
- Henriette Klavenes, University Rey Juan Carlos, Spain

19:30– 22:30 Welcome Cocktail Dinner - 'Marbella Experience' (Venue: Marbella Club Hotel GL)

Expo and Gala Dinner - Experiencing Marbella, 'Story of Success as a Destination'

Sponsored by Marbella City Hall



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Monday, 9 October 2017 (Venue: Palacio de Congresos de Marbella)

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

09:00 – 10:15 Session I: Big Picture - Talent Development in Tourism

Moderated by Carlos Vogeler, Executive Director, UNWTO

Panels:

- Tomas Mecheba Fernandez Galilea, Minister of Tourism, Guinea Ecuatorial (tbc)
- Evridiki P. Kourneta, Secretary General of Tourism, Ministry of Tourism, Greece
- Carlos Díez de la Lastra, General Manager, Les Roches Global Hospitality Education, Spain
- Patrick Torrent, President. NeCSTouR (Network of European Regions for Competitive and Sustainable Tourism), Belgium
- Guy Crawford, Former Chief Executive Officer of the Jumeirah Group, UAE

10:15 – 11:15 Session II: Human Capital Management – Key for Sustainable and Competitive Destinations

Moderated by Eun ji Tae, Program Officer, Knowledge Network, Affiliate Members Programme, UNWTO

Special Presentation of the UNWTO Knowledge Network Issue Paper. Talent Development: Key for Destination Competitiveness

by Madeleine Burns, Director, CENFOTUR, Peru

Panels:

- Antoinia Norman, CEO, Branson Centre of Entrepreneurship, Virgin Unite, South Africa
- Sammy Salm, CEO, Best of the Alps, Switzerland
- Manuel Lara, Director of Promotion, Costa del Sol Tourism Board, Spain
- Madeleine Burns, Director, CENFOTUR, Peru

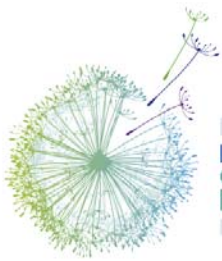
11:15 – 11:30 Refreshment Break

11:30 – 12:30 Session III: Where is the gap? – Industries vs. Educational Institutions

Moderated by Linda Pereira, CEO, CPL Events, Portugal

Panels:

- Joelle Hellinckx, Hilton Regional Director HR for our EMEA Luxury Division, Spain
- Antonio Jesus Guevara Plaza, Dean of the Faculty of Tourism, University of Málaga, Spain
- José Ángel Preciados Fernández, General Director, Ilunion Hotels, Spain
- Michael Petrillose, Academic Director, Dubai College of Tourism, United Arab Emirates



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12:30 – 13:00 Special Presentation of the UNWTO Knowledge Network Publication: Innovation in Tourism: Bridging Theory and Practice

Presented by

Francisco Madrid, Dean of Faculty of Tourism, University of Anáhuac, Mexico
Eun Ji Tae, Program Officer, Knowledge Network, Affiliate Members Programme, UNWTO

13:00 – 15:00 Networking Lunch

15:00 – 16:00 Session IV: Road to Success - Talent Development and Management for Tourism

Moderated by Carlos Díez de la Lastra, General Manager, Les Roches Global Hospitality Education, Marbella, Spain

Panels:

- Horacio Reppucci, Secretary, Argentine Chamber of Tourism
- Luis Cardo Jalón, Partner, Open-Ideas, Spain
- Ólöf Yrr Atladóttir, Director, Icelandic Tourist Board, Vice-President, European Travel Commission
- Susana Ibáñez Rosa, Tourism Secretary General, Regional Ministry for Tourism & Sport, Andalusia, Spain

16:00 – 16:30 Refreshment Break

16:30 – 17:30 Session V: New Trends in Tourism – Technology and Emerging Opportunities

Moderated by Omar Valdez, Executive Director, UNWTO.Themis Foundation

Panels:

- David Fiedler, Director of Experience Design, ICF Olson, Canada
- Carlos Romero, Director of Tourism Research, Development and Innovation, Segittur, Spain
- Ted Sullivan, Vice President, Global Analytics, ADARA. United States
- Juan Jesús García Sánchez, Head of Industry Affairs Europe - Amadeus IT Group, Spain

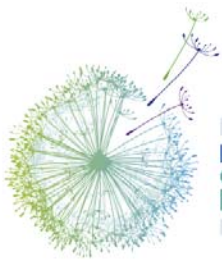
20:00 – 23:00 Cocktail Dinner (Venue: Les Roches Marbella)

A cultural themed introduction to Andalusian lifestyle, 'From Picasso to Paco de Lucía'

Sponsored by Turismo y Planificación Costa del Sol

Remarks by

- Carlos Vogeler, Executive Director, UNWTO
- Carlos Díez de la Lastra, General Manager, Les Roches Global Hospitality Education, Spain
- Elías Bendodo, President, Málaga Provincial Government, Spain



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Tuesday, 10 October 2017 (Venue: Les Roches Marbella)

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

09:00 – 10:00 Special Talks with Global Leaders of Tourism

Moderated by J. Emmanuel Soler, Director of Operations, Les Roches Marbella

Panels:

- Carlos Vogeler, Executive Director, UNWTO
- Guy Crawford, Former Chief Executive Officer of the Jumeirah Group, UAE
- José Ángel Preciados Fernández, General Director, Ilunion Hotels, Spain
- Ted Sullivan, Vice President, Global Analytics, ADARA, USA

10:00 – 11:00 Workshop I: Seeking Future Leaders – What industries want

Facilitated by Linda Pereira, CEO, CPL Events, Portugal

11:00 – 11:30 Refreshment Break

11:30 – 13:00 Workshop II: How to attract and retain talent

Presentations by:

- Juan Diaz-Andreu, Managing Partner Consultoría, Talengo, Spain
- Natalia San Juan, Recruitment & Selection Manager Corporate HR, Melia Hotels & Resorts
- Daniel Lorenzo, Regional Director, Randstad, Spain

Moderated by J. Emmanuel Soler, Director of Operations, Les Roches Marbella

Panels:

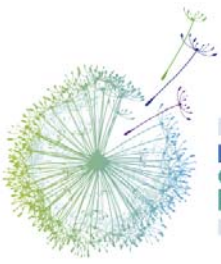
- Les Roches Marbella Alumni, Duarte Gonçalves da Cunha, General Manager, Hacienda Zorita Wine Hotel & Spa
- Les Roches, Alumni, Jorge Lepe, General Manager, Novotel Bilbao Exhibition Center, Accor Hotels
- Glion Institute of Higher Education, Alumni, Stanislas Helou, Market Manager, Spain & Dubai at Luxury Retreats

13:00 – 15:00 Networking Lunch

15:00 – 17:00 Idea Competition for Talent Development for Tourism Destinations

Finalists:

- CENFOTUR, Perú. El voluntariado turístico - la solución para el desarrollo sostenible del talento humano
- COTELCO, Colombia. Youth volunteering: the tourism integrating factor
- FINANCIAL UNIVERSITY, Russia: The development of ethnoism in Russia



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- UNIVERSIDAD DEL MAGDALENA, Colombia: The youngest talent of tourism as strategy to avoid the exodus in Sierra Nevada of Santa Marta
- UNIVERSITY OF QUEENSLAND, Australia: Rethinking the Marketing of the Tourism Sector to the Workforce
- UNIVERSITY OF QUEENSLAND, Australia: The Talent Exchange Program
- UNIVERSIDAD REY JUAN CARLOS, Spain: Wanted, Talent
- UNIVERSIDAD REY JUAN CARLOS, Spain: "YAT": You Are Talented
- Eleonora Mirruzzo, UNIVERSIDAD REY JUAN CARLOS, Spain: Business Network
- UNIVERSITY OF WAKAYAMA, Japan: Making GCET accessible to all, especially the younger generations

19:00 – 23:00 Farewell Cocktail and Award Ceremony for the UNWTO Students Idea Competition
(Venue: Meliá Don Pepe)

'Flamenco Night'

Sponsored by Meliá Don Pepe & Turismo Andaluz