



## UNWTO Forum on Talent Development in Tourism: Investing in Youth & UNWTO Knowledge Network Meeting

- On the occasion of the UNWTO General Assembly -

11 September 2015 - University of Medellin, Colombia

Co-organized with: **UNWTO & University of Medellin**  
Supported by: Colegios Amigos del Turismo,  
Ministry of Commerce, Industry and Tourism, Colombia,  
Colegio Mayor de Antioquia &  
Subsecretaría de Turismo de la Alcaldía de Medellín  
Language: English / Spanish

### Preliminary Programme

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**10 Sep.** 09:00 – 18:00      Pre-Registration (Auditorium of the administrative block, Hector Ospina Botero, University of Medellin)

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#### **11 Sep. (Friday)      UNWTO Forum on Talent Development in Tourism: Investing in Youth**

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8:00 – 9:30      Registration (Auditorium of the administrative block, Hector Ospina Botero)

9:30 – 10:00      **Opening and Welcome Remarks**  
*Master of Ceremony: Beatriz Eugenia Oquendo Hernández, Director of Communication, University of Medellin*

- Néstor Hincapié Vargas, Dean, University of Medellin
- Taleb Rifai, Secretary-General, UNWTO
- Sandra Howard, Vice Minister, Ministry of Commerce, Industry and Tourism, Colombia
- Luis Felipe Hoyos Vieira, Vice Mayor of Economic Development, Internationalization and CTI Alliances, City of Medellín

10:00 – 10:30      **Student Interview with the Secretary-General of UNWTO**  
*Students from the following institutions:*  
University of Medellín  
Colegio Mayor de Antioquia  
UniCafam  
Universidad Los Libertadores

10:30 – 10:45      Refreshment Break (*hosted by la Institución Universitaria Colegio Mayor de Antioquia y la Subsecretaría de Turismo, Alcaldía de Medellín, Colombia*)

10:45 – 11:00      **Introduction: Setting the Scene**  
by Eunji Tae, Technical Coordinator, UNWTO Knowledge Network



11:00 – 12:00

## **Session I: Status of Human Capital in Tourism**

### **Panel Discussion**

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

#### *Panellists:*

- Carlos Alberto Vides, Colegio Amigos del Turismo, Ministry of Trade, Industry and Tourism, Colombia
- Luz Elena Naranjo Ocampo, Dean School of Management, Institución Universitaria Colegio Mayor de Antioquia
- Cristina Viatela, Director, Hostellery School, University Foundation Cafam
- Eduardo Fayos-Sola, 11th UNWTO Ulysses Laureates

12:00 – 13:00

## **Session II: Tourism Labour Market in the Regional Context**

### **Panel Discussion**

*Moderated by Luis Felipe Hoyos Vieira, Vice Mayor of Economic Development, Internationalization and CTI Alliances, City of Medellín, Colombia*

#### *Panellists:*

- Francisco Flores Madrid, Dean, University of Anahuac, Mexico
- Libia Palacios Calle, Head of Business Administration and Tourism Business Administration program. University of Medellín, Colombia
- Juan Felipe Rendón Ochoa, Regional Director, Antioquia Department, Servicio Nacional de Aprendizaje (SENA), Colombia
- Gustavo Toro Velásquez, Executive Chairman, Asociación Hotelera y Turística de Colombia (Cotelco)
- Jordi Busquet, *Federación Empresaria Hotelera Gastronómica de la República Argentina* (FEHGRA)

13:00 – 14:30

Lunch (*hosted by Subsecretaria de Turismo*) (administrative block, Hector Ospina Botero, University of Medellín - central square)

14:30 – 16:00

## **Session III: Talent Development in Tourism**

*Moderated by Yolanda Perdomo, Director, UNWTO Affiliate Members Programme*

#### *Panellists:*

- David Airey, University of Surrey, UK, 4<sup>th</sup> UNWTO Ulysses Laureates
- Kaye Chon, Hong Kong Polytechnic University, SAR, China, 8<sup>th</sup> UNWTO Ulysses Laureates
- Paula Cortés Calle, Asociación Colombiana de agencias de viaje y turismo (ANATO)
- Maria Fernanda Bohórquez Vidal, Director Technology Programs in Tourism and Hospitality Management and Professional Tourism and Hotel Management Fundación Universitaria Los Libertadores

Questions and Answers

16:00 – 16:10

## **Conclusion and Closing Remarks**

by Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO



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11 Sep. (Friday)

**UNWTO Knowledge Network Meeting**

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16:30 – 18:30

**UNWTO Knowledge Network Meeting (Casa Club del Egresado Universidad de Medellín, auditorio principal) <sup>1</sup>**

Opening Remarks by Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO

UNWTO Knowledge Network: Americas Chapter  
‘Maximize the role of the UNWTO Knowledge Network for the effective tourism policy development in the Americas’

Open Discussion

Closing

Welcome Cocktail

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<sup>1</sup> Specific agenda for the UNWTO Knowledge Network Meeting to be available