



## UNWTO Forum on Talent Development in Tourism: Investing in Youth - Side Event of the UNWTO General Assembly -

11 September 2015  
University of Medellin, Colombia

September 8, 2015

Co-organized by: **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

### 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**

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Language: English / Spanish

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  
Universidad del Magdalena  
Universidad Externado de Colombia



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| 10:30 – 10:45 | Refreshment Break ( <i>provided by la Institución Universitaria Colegio Mayor de Antioquia y la Subsecretaría de Turismo, Alcaldía de Medellín, Colombia</i> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 10:45 – 11:00 | <b>Introduction:</b> Setting the Scene, Eunji Tae, Technical Coordinator, and UNWTO Knowledge Network                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 11:00 – 12:00 | <b>Session I: Status of Human Capital in Tourism</b><br><br><b>Panel Discussion</b><br><i>Moderated by Omar Valdez, Executive Director, UNWTO Themis Foundation</i><br><br><i>Panellists:</i> <ul style="list-style-type: none"><li>• Carlos Alberto Vives, Director of Quality and Sustainable Development of Tourism Colegio Amigos del Turismo, Ministry of Trade, Industry and Tourism, Colombia</li><li>• Cristina Viatela, Director, Hostellery School, University Foundation Cafam</li><li>• Eduardo Fayos-Sola, 11th UNWTO Ulysses Laureates</li><li>• Luz Adriana Ríos, Asociación Colombiana de agencias de viaje y turismo (ANATO)</li><li>• Luz Elena Naranjo Ocampo, Dean School of Management, Institución Universitaria Colegio Mayor de Antioquia</li></ul>                                                                                                                                                        |
| 12:00 – 13:00 | <b>Session II: Tourism Labour Market in the Regional Context</b><br><br><b>Panel Discussion</b><br><i>Moderated by Luis Felipe Hoyos Vieira, Vice Mayor of Economic Development, Internationalization and CTI Alliances, City of Medellín, Colombia</i><br><br><i>Panellists:</i> <ul style="list-style-type: none"><li>• Francisco Flores Madrid, Dean University of Anahuac, Mexico</li><li>• Gustavo Toro Velásquez, Executive Chairman, Asociación Hotelera y Turística de Colombia (Cotelco)</li><li>• Jordi Busquets, <i>Federación Empresaria Hotelera Gastronómica de la República Argentina</i> (FEHGRA)</li><li>• Libia Palacios Calle, Head of Business Administration and Tourism Business Administration program. University of Medellín, Colombia</li><li>• Rubén Rojas Bustamante, Tourism program leader, Centre innovation, agribusiness and tourism, Servicio Nacional de Aprendizaje (SENA), Colombia</li></ul> |
| 13:00 – 14:30 | Lunch ( <i>hosted by Subsecretaria de Turismo</i> ) ( <b>administrative block, Hector Ospina Botero, University of Medellin - central square</b> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 14:30 – 16:00 | <b>Session III: Talent Development in Tourism</b><br><br><i>Moderated by Yolanda Perdomo, Director, UNWTO Affiliate Members Programme</i><br><br><i>Panellists:</i> <ul style="list-style-type: none"><li>• David Airey, University of Surrey, UK, 4<sup>th</sup> UNWTO Ulysses Laureates</li><li>• Kaye Chon, Hong Kong Polytechnic University, SAR, China, 8<sup>th</sup> UNWTO Ulysses Laureates</li><li>• Manuel Leguizamon, Professor emeritus, Faculty of Business Administration Hotel and Tourism, Universidad Externado de Colombia</li></ul>                                                                                                                                                                                                                                                                                                                                                                             |



- Marcela Bacigalupo, Minister of Tourism, Paraguay
- Maria Fernanda Bohórquez Vidal, Director Technology Programs in Tourism and Hospitality Management and Professional Tourism and Hotel Management  
Fundación Universitaria Los Libertadores
- Svend Leirvaag, Vicepresident, Industry Affairs, AMADEUS

Questions and Answers

16:00 – 16:10

### **Conclusion and Closing Remarks**

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

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**11 Sep. (Friday)**

### **UNWTO Knowledge Network Meeting**

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*Language:*

English

**UNWTO Knowledge Network Meeting** (Casa Club del Egresado Universidad de Medellín, auditorio principal)

16:30 – 16:33

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

16:33 – 17:00

Introductions of the Participants

17:00 – 17:05

Knowledge Network within the UNWTO Affiliate Members Programme  
Yolanda Perdomo, Director, UNWTO Affiliate Members Programme

17:05 – 17:10

UNWTO Knowledge Network and its Role in the UNWTO Programme of Work  
Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO

17:10 – 17:15

UNWTO Knowledge Network: Programme of Work 2016 - 2017  
Eunji Tae, Coordinator, UNWTO Knowledge Network, UNWTO

17:15 – 18:20

Open Discussion

18:20 – 18:30

Concluding Remarks

18:30

Welcome reception