

12th World Congress on Snow, Mountain and Wellness Tourism

20-22 March,

Andorra la Vella, Andorra



MOUNTAINLIKERS

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SESSION 4: EDUCATION AND TRAINING

How to prepare the human team for change

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1. Learning and Professional Development Opportunities:

This change requires:

- continuous learning and growth;
- adaptability; and
- being well-informed;

especially in sustainability, climate change, and innovation,

How can we empower workers and employers in our sector?



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2. The Changing Conception of Work:

Hyperconnectivity and teleworking have revolutionized how we perceive work.

How can employers collaborate in creating an engaged, resilient, and qualified workforce that embraces change?



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3. Environmental and Sustainable Challenges:

Sustainability is no longer an option; it's a necessity.

How can education and training centres collaborate with this?



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4. Social-Corporate Responsibility:

Employees increasingly value organizations that demonstrate social responsibility. At the same time, businesses are considering their impact on society.

How can education and training centres assist companies in aligning their corporate values with societal well-being, for the benefit of all?



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5. Structural Changes at Governmental and Business Levels:



As the future of work demands adaptability, labour regulations are evolving, and businesses must stay informed.

As we navigate these changes, How can we forge a new path—one that prioritizes education, training, and the well-being of our human capital?

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The speakers

Maria Abellanet

President & Chief Executive Officer

**CETT Barcelona School of Tourism, Hospitality and Gastronomy
(Spain)**

Maria Abellanet has a doctorate in humanities and social sciences, a master's degree in financial management and administrative management, and a degree in tourism and business management.

In 2014, she received the Tourism Medal from the Generalitat of Catalonia, in the category "Improvement of knowledge and research applied to the tourism sector."

She has an extensive professional and business career at the head of the CETT, and is dedicated to the tourism sector in the triple aspect of management, training and participation in foundations, institutions and reflection forums.

In 2015, she led the "Bases for the Management and Promotion of Responsible and Sustainable Tourism", a project promoted by the City Council of Barcelona.

She is currently a member of the Tourism and City Council of the Barcelona City Council, of the Tourism Circle of the Barcelona Provincial Council, and of the Board of Directors of Affiliated Members of UN Tourism, among others.

Franklin Carpenter

Director of Tourism

Horwath HTL (Spain)

Franklin Carpenter is a tourism professional from DuocUC of the Catholic University of Chile and holds a master's degree in Digital Marketing. He has worked for more than 20 years in the tourism and education sector, serving as a leader of strategic projects and educational organizations.

For almost a decade, he led the prestigious School of Hospitality, Tourism and Gastronomy of INACAP in Chile, a pioneering institution in Chile in tourism and hospitality training, and made it into the largest in the country, with more than 11,000 students, 400 academics and 22 career managers.

For the last 11 years, he has worked as a tourism strategy consultant, participating in more than 80 projects, carrying out diagnostic work, planning, strategic design, workshops and training. Likewise, he has continued to be linked to the world of education, advising different schools and tourism education initiatives in Chile, accompanying strategic planning and curricular design processes.

In addition, for two consecutive periods, Franklin was a member of the Board of Directors of the Chilean Federation of Tourism Companies FEDETUR and was a founding member and first president of the Association of Tourism Professionals of Chile, APROTUR.

Today, he maintains a firm commitment to innovation and sustainability, contributing to the development of the sector through creative solutions that promote the sustainable, digital and competitive development of tourism. Currently, from Barcelona, he leads the tourism area of the consulting firm Horwath HTL Spain and periodically writes on artificial intelligence applied to the tourism sector in its digital magazine *The Generative Traveler* on the LinkedIn platform.

David Hailstones

Senior Vice President & Chief Operations Officer Bella Vista Institute of Higher Education (Switzerland)

David Hailstones, a seasoned leader in the tourism and education sectors, brings over 15 years of expertise to his role as Senior Vice President and Chief Operating Officer at Bella Vista Institute of Higher Education in Switzerland.

With a distinguished background in global luxury hotels, tourism, and educational leadership, David's commitment to excellence and innovation is evident in his strategic direction and governance at a premier Business & Tourism Management school.

Holding a degree from Queen Margaret University and a Fellowship of the Institute of Hospitality, David upholds the highest standards of quality in teaching, team development, learning, and curriculum development. His passion for sustainability projects and organizational behaviour shines through in his dedication to empowering individuals and fostering sustainable practices within the sector.

David's involvement in projects aimed at enhancing the social and environmental impact of the hospitality and tourism industries, notably through the UNWTO International Centre in Switzerland, underscores his deep-seated commitment to driving positive change.

As a keynote speaker, David offers invaluable insights into pressing industry issues such as sustainability, tourism diversification, wellness tourism trends, and the integration of new technologies. His visionary leadership and unwavering dedication make him a trusted authority and sought-after speaker in the global tourism community.

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Questions for
the speakers

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the speakers, please

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