

C E

12th World Congress
on Snow, Mountain and
Wellness Tourism

**“New Tourism, New Talent,
New Work”**

Andorra, March the 21th 2024

T T

#ThroughExperiences
#ThroughPotential

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“NEW TOURISM, NEW TALENT, NEW WORK”

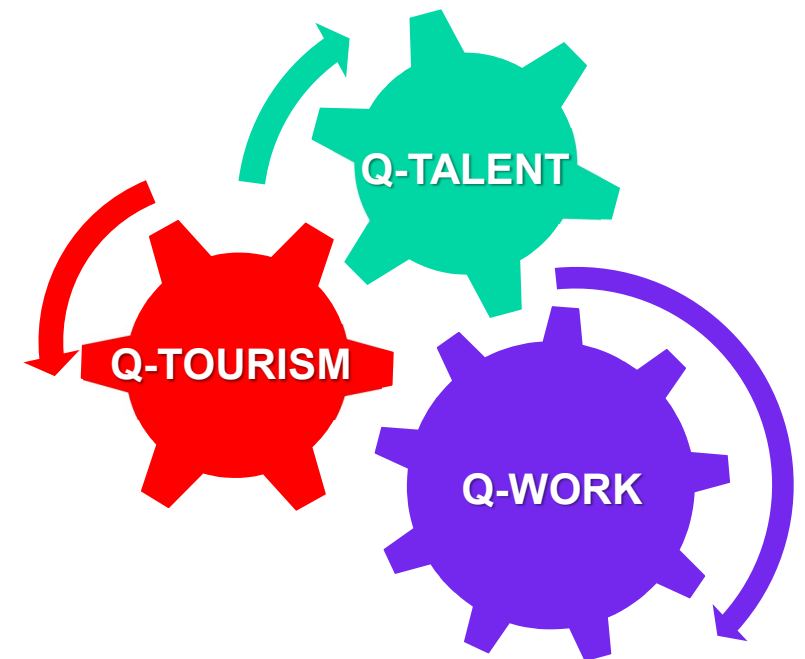
Tourism is immersed in a context of structural change and must transition towards a **new economy**, in benefit of both people and the planet.

Tourism shares new **challenges** and responsibilities with society.

Tourism embodies values such as hospitality, equality, inclusion, respect for others, attention, and care for the territory and culture of the destination.

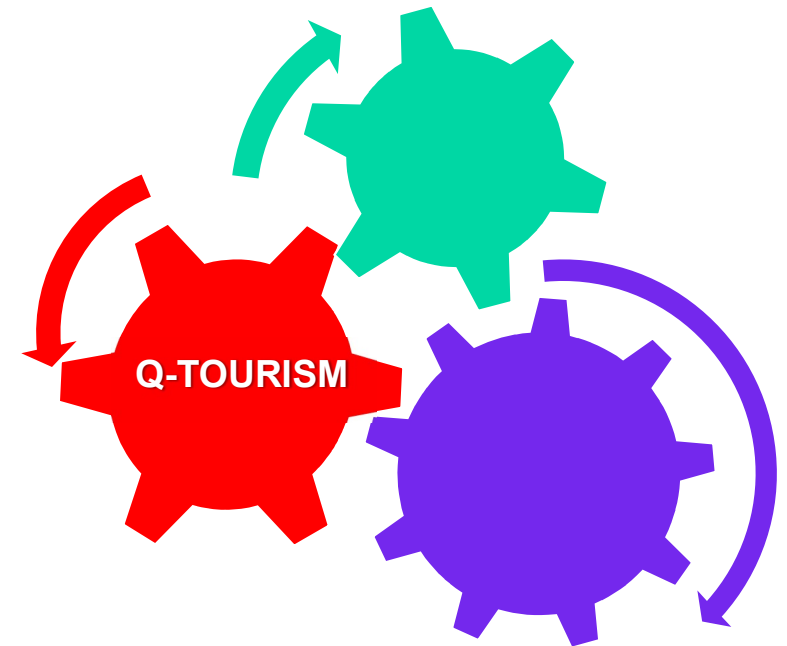
We are facing a **new tourism paradigm**, which demands **new talent** to enhance the competitiveness, innovation, and sustainability of businesses and destinations.

Training, both initial and lifelong, **professional experience**, and **recognition** from companies are key to attracting and retaining the talent needed by the sector.



MAIN CHALLENGES OF TOURISM

1. The new climate reality
2. Sustainability – economic, environmental, social, cultural
3. The Impact of Technology and Artificial Intelligence (AI)
4. Mobility
5. Sociological changes
6. Equality and Inclusion
7. Well-being and quality of life
8. The mixed space of residents and tourists
9. Training, Knowledge, and Innovation
10. Recruitment and retention of the new talent needed

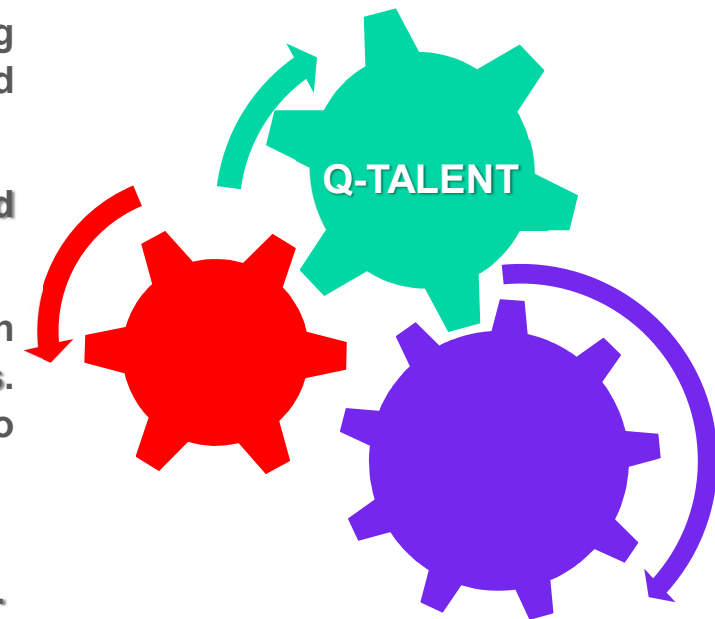


TALENT AS A DIFFERENTIAL VALUE

Talent is a driver of change and tourism excellence, enhancing competitiveness, innovation, and sustainability of companies and destinations, and the progressive transformation of the sector.

Talent should be based on education, both initial and lifelong, applied knowledge, professional experience, and on recognition from companies.

Schools and universities must address the talent challenge with engagement and collaboration with the public and private sectors. Companies and destinations must face it with a strong commitment to professionals and the academic world.



Developing the ability to learn will allow us to adapt to the world we live in.

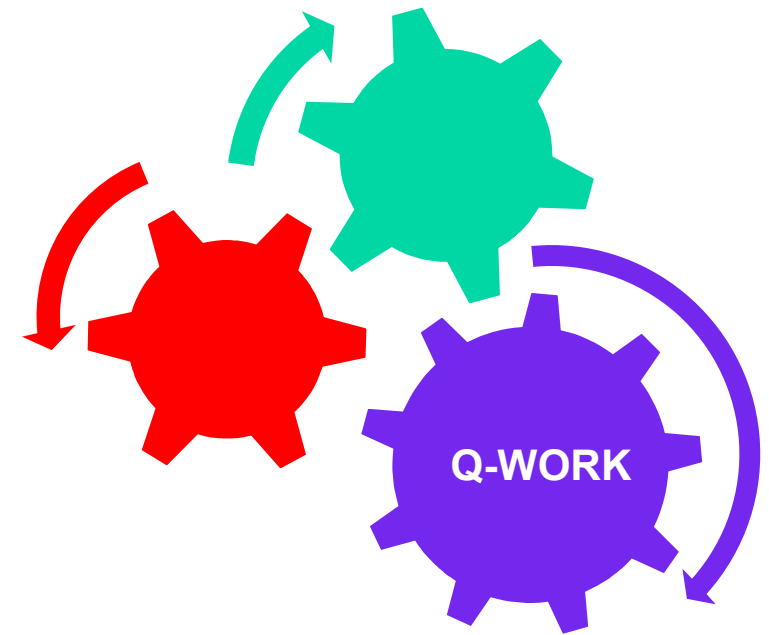
ATTRACT, DEVELOP AND RETAIN TALENT

The key to a leading and competitive sector lies in **competitive companies** that are capable of creating **economic and social value** in balance, assuming the challenges and responsibilities they share with society: sustainability, digitalization, AI, innovation, mobility, equality, inclusion, talent...

Tourism is a sector of human capital. **Focusing on people** means focusing on teams, clients, and the community.

Professionals are the solution to the challenges of tourism.

- **PREPARED Professionals - Quality of Talent**
- **VALUED Professionals - Quality of Work**
- **PROUD Professionals - Quality of Tourism**



CETT: SOME OUTSTANDING PROJECTS

NEW PROGRAMS

- Bachelor's Degree in **Digital Business and Innovation in Tourism**
- Bachelor's Degree in **Marketing, Events and Entertainment**
- Bachelor's Degree in **International Hospitality Management**
- Master's Degree in **Tourism Innovation Management**

- Master's Degree in **Tourism Project Management**, specialized in
 - i. **Entrepreneurship and Corporate Innovation in Tourism**
 - ii. **Digital Transformation of Tourism Businesses and Experiences**



INTEGRATED PROFESSIONAL TRAINING CENTER IN TOURISM, HOSPITALITY AND GASTRONOMY

Authorized by the Public Agency for Professional Training and Qualification of Catalonia

- To contribute to the **qualification of people by adapting to their professional situations** and expectations.
- To attend to the **immediate and emerging qualification needs**
- To be an instrument **for innovation programs** in the field of professional training in Catalonia

CETT: SOME OUTSTANDING PROJECTS



THE UB CHAIR OF TOURISM, HOSPITALITY AND GASTRONOMY CETT

A joint initiative of the CETT, the University of Barcelona, the CETT Foundation, and the Barcelona City Council.

V SMART TOURISM CONGRESS

When AI meets Tourism

Whith the collaboration of:



IX RURAL TOURISM OBSERVATORY

ESCAPADA RURAL – CETT- NETQUEST

A rural tourism research project in Spain, whith two studyl ines:

1. **The offer of the owners**
Analyzes the general situation of the sector, needs and trends expressed by the owners of rural accommodation.
2. **Travelers demand**
Analyzes the degree of penetration of rural tourism and the trends and consumption habits in practice.

Whith the collaboration of:



CETT: SOME OUTSTANDING PROJECTS

University, Industry and Pùblic Administration Collaboration

TAILOR-MADE TRAINING FOR CÀMPING PROFESSIONALS.

A joint project between the Catalan Campsites Federation and CETT, financed by the Consortium for Continuous Training of Catalonia



What have we done jointly?

1. **Detect the needs** of all campsites in Catalonia through a survey
2. **Define the areas of knowlwdge** that will be tailored:
 - i. Marketing and commercialization
 - ii. Digitalization and reservations
 - iii. Sustainability
 - iv. Talent management
3. **Plan a training calendar**, respecting high activity periods

It is a pioneering initiative that bets on talent and long live learning

THANK YOU!

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www.cett.cat