

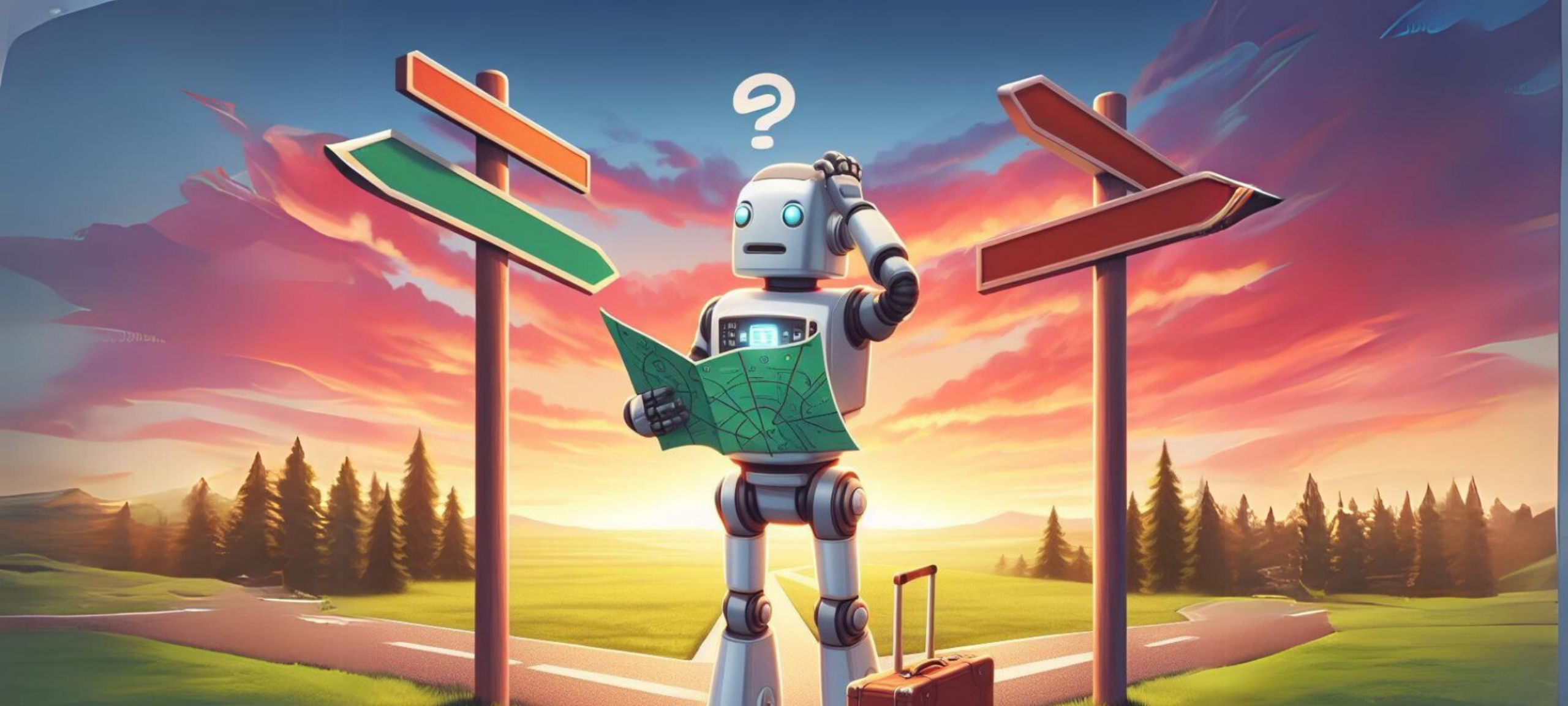
How AI can revolutionize sustainability and tourism workforce strategies



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Hotel, Tourism and Leisure



Tourism is at a crossroads



5.3%

Carbon emissions
by 2030

1.8B

Tourists by 2030

10%

World destinations
receive 80% of
tourists

The Tourism Industry:

Should move towards:

A regenerative, collaborative
and interconnected Model

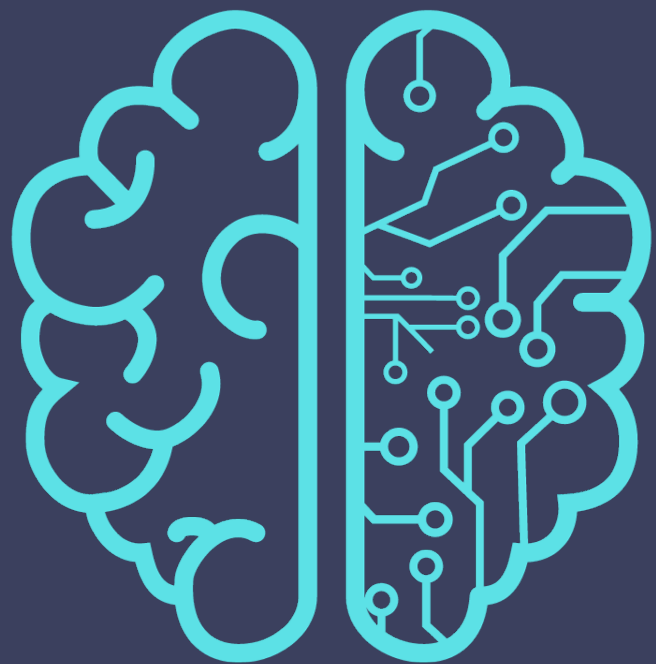
This means we have to foster:

- Renewable Energy
- Technological transformation
- Digitalización
- Intelligent Infrastructure
- Circular Economy
- Glocals

AI could help us towards
Regeneration...

¿how?





AI4STTM

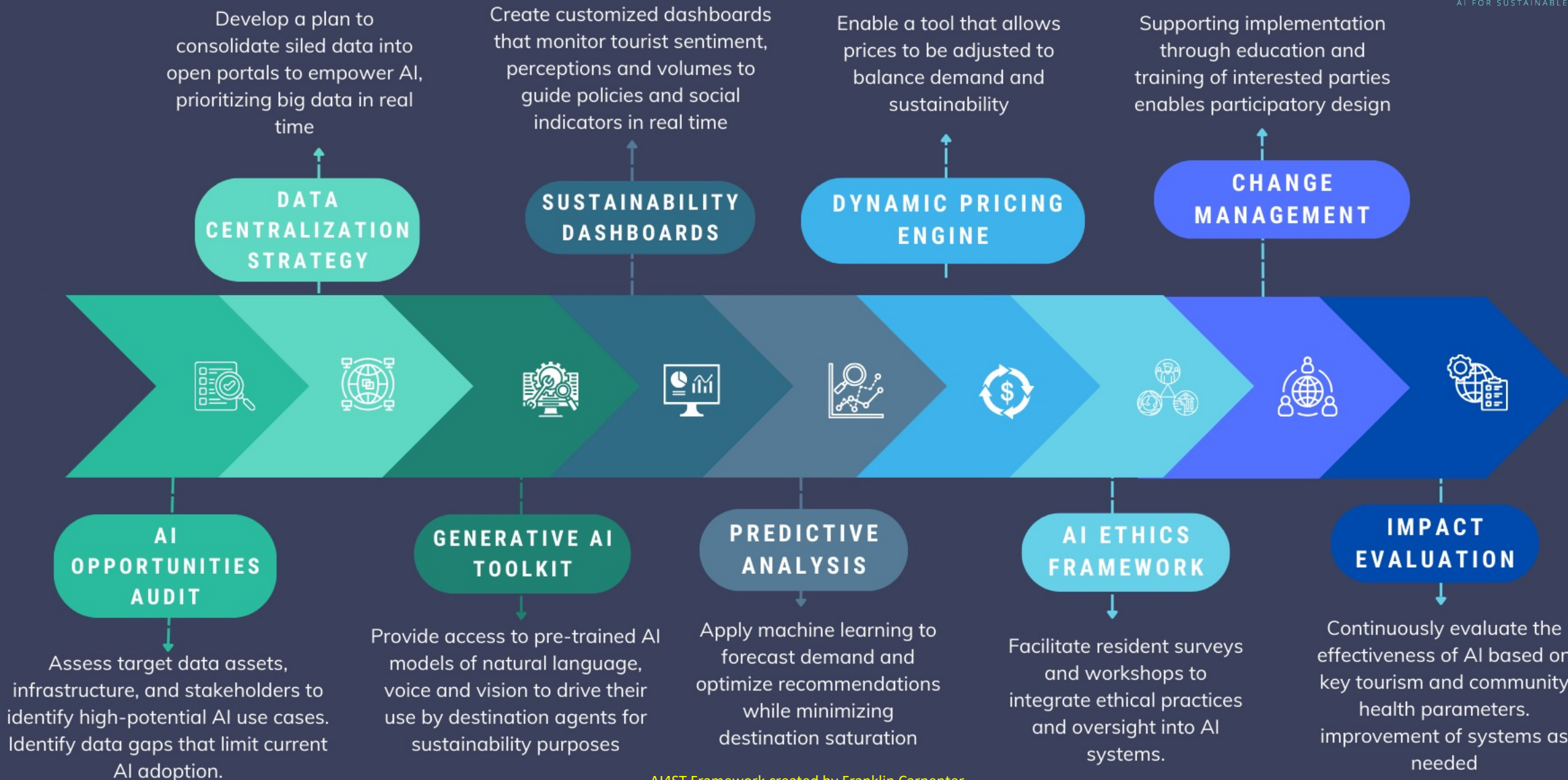
AI FOR SUSTAINABLE TOURISM

FRAMEWORK FOR A: SUSTAINABLE TOURISM STRATEGY POWERED BY AI



AI4ST

AI FOR SUSTAINABLE TOURISM

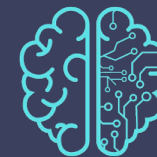




Empowering Sustainable Tourism Growth through AI-Driven Talent Development

- AI for strategic workforce planning and identifying talent needs
- Targeted upskilling programs for sustainability competencies
- Personalized learning solutions to accelerate capability building
- Collaboration with partners to align training with demands

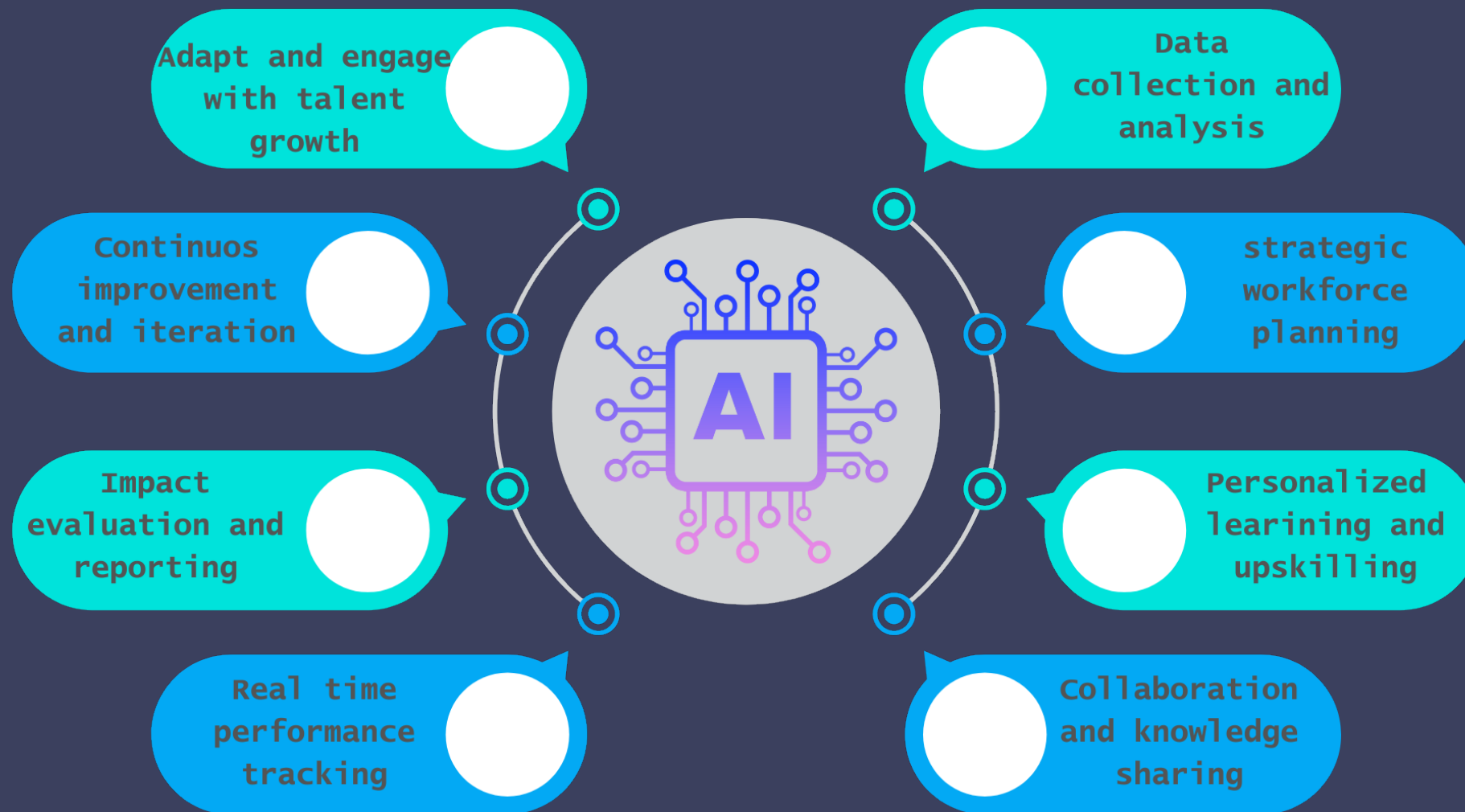




AI4ST

AI FOR SUSTAINABLE TOURISM

THE AI DRIVEN TALENT DEVELOPMENT CYCLE





Building a Thriving and Resilient Tourism Workforce for Long-Term Sustainability

- Inclusive community participation to benefit from sustainable growth
- Data-driven insights on workforce sentiment, skills gaps, and training effectiveness
- Continuous impact evaluation to drive measurable sustainability outcomes
- Knowledge sharing across networks to innovate and scale AI solutions





A CERTIFICATE OF AI

FOR IDENTIFICATION WHAT YOU DO
AND PERFORMANCE THAT REPRESENTS YOU AS AN INDIVIDUAL

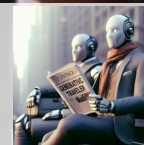


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¡ Thank you !

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The Generative
Traveller Newsletter

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