



TIS2023 will delve into how to attract talent and foster leadership in the new era of tourism

Renowned speakers such as Tim Leberecht, Juan Carlos Pérez Espinosa and Carmen Bustos will analyze the challenges of an industry amid transformation

More than 7,000 professionals from the tourism sector will gather from October 18 to 20 in Seville, Spain, to learn first-hand about the latest innovations and strategies to transform the industry

Madrid, 29 September 2023 – In recent months, the tourism sector has been facing a relevant challenge to advance its competitiveness: attracting and retaining qualified talent. According to market studies, today, in the European Union, 11 percent of tourism jobs are likely to go unfilled.

[TIS-Tourism Innovation Summit 2023](#), the international summit on tourism innovation and technology to be held in Seville, Spain, from October 18-20, will feature prominent leaders in Training, Human Resources and Business Leadership. Top speakers will address the industry's roadmap to address the talent shortage in the sector and proposals on how to attract and retain the right people to serve travelers in their businesses and destinations correctly.

One of the top voices that will be at TIS2023 is **Tim Leberecht**, writer and renowned TED speaker who has inspired hundreds of companies to promote a corporate culture with social impact. The co-founder of The House of Beautiful Business will unveil the keys to promoting a more human leadership that rekindles the romance between the company and its employees in an era dominated by technology.

Juan Carlos Pérez Espinosa, global president of DCH - Organización Internacional de Directivos de Capital Humano, will present the factors that determine the current gap in specialised personnel experienced by the sector. The CEO of Factum Group will participate alongside **Ignacio Gafo**, Head of Programme BSc International Sustainable Tourism at Lucerne University of Applied Sciences and Arts; **María José Vos**, Director of Accenture Talent Strategy, and **Felipe de Almeida**, Human Resources Director EMEA and Asia Pacific at LATAM Airlines. They will address the causes of this lack of qualified personnel and propose strategies to create resilient teams that guarantee the quality of service and improve passenger satisfaction.

Business leadership is one of the factors that contribute to improving the recruitment and retention of profiles in the tourism sector. This competence has become a fundamental pillar for the generation of value in the tourism sector. To this end, the Tourism Innovation Global Summit will feature relevant specialists who will offer an inspiring vision to improve the talent landscape in the industry. **Carmen Bustos**, founder of Soulsight, will talk about how to lead with authenticity, motivate teams and drive significant changes in a dynamic industry that must take into account the changing preferences of travellers. Recognised by the Forbes Spain 2023 list as one of the 100 most creative people, Bustos will also delve into how to design innovative business solutions in complex environments.

The debate on the commitment to talent development will also be addressed from the point of view of investment in training and skills development. Experts such as **Mireia**

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Faugier, CEO of DirectBeds; **Ana María Rodríguez de Viguri**, CEO of Grupo Áliad; **José Buzón**, CEO of Vértice Formación; **Irina Naranjo**, academic director of the Escuela Superior Hostelería de Sevilla; **Andrés Javier Rodríguez**, director of Vinculación Empresas e Instituciones at Ostelea; and **Alicia Carrió**, writer specialising in education, will discuss strategies to increase operational efficiency and confirm that continuous training is vital for the industry's competitiveness.

In addition, **Turijobs**, the job board specialising in tourism and hospitality in Spain, will present a study on the supply and demand of staff in the tourism sector. Also, representatives from this organisation will discuss the dynamics, challenges and unique staffing opportunities for tourism-related businesses, equipping participants with valuable insights to effectively address labour needs.

Inspiration and synergies

For three days, TIS2023 will host more than 150 conferences spread over six simultaneous auditoriums and focused on each segment of the tourism industry. From the MICE sector, destinations, hospitality, distribution channels and OTAs, to business travel, transport, activities and culture and leisure. **More than 7,000 professionals** will attend to learn first-hand about the latest innovations and build synergies with the best technology partners.

In addition, the technology summit will host **more than 200 exhibiting companies** that will present their latest solutions in areas such as artificial intelligence, cloud, ChatGPT, business intelligence, virtual and augmented reality, Web 3.0, cybersecurity, big data & analytics, marketing automation, GIS, contactless technologies and predictive analytics, among others.

About TIS - Tourism Innovation Summit (October 18-20, 2023, FIBES Seville) TIS - Tourism Innovation Summit is an international forum for innovation, trends and reflection for the tourism sector, offering managers and companies in the sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over 3 days, TIS2023 will bring together more than 7,000 tourism professionals looking for the latest solutions to boost their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories to promote smarter, digital and sustainable tourism at the Tourism Innovation Global Summit.

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