



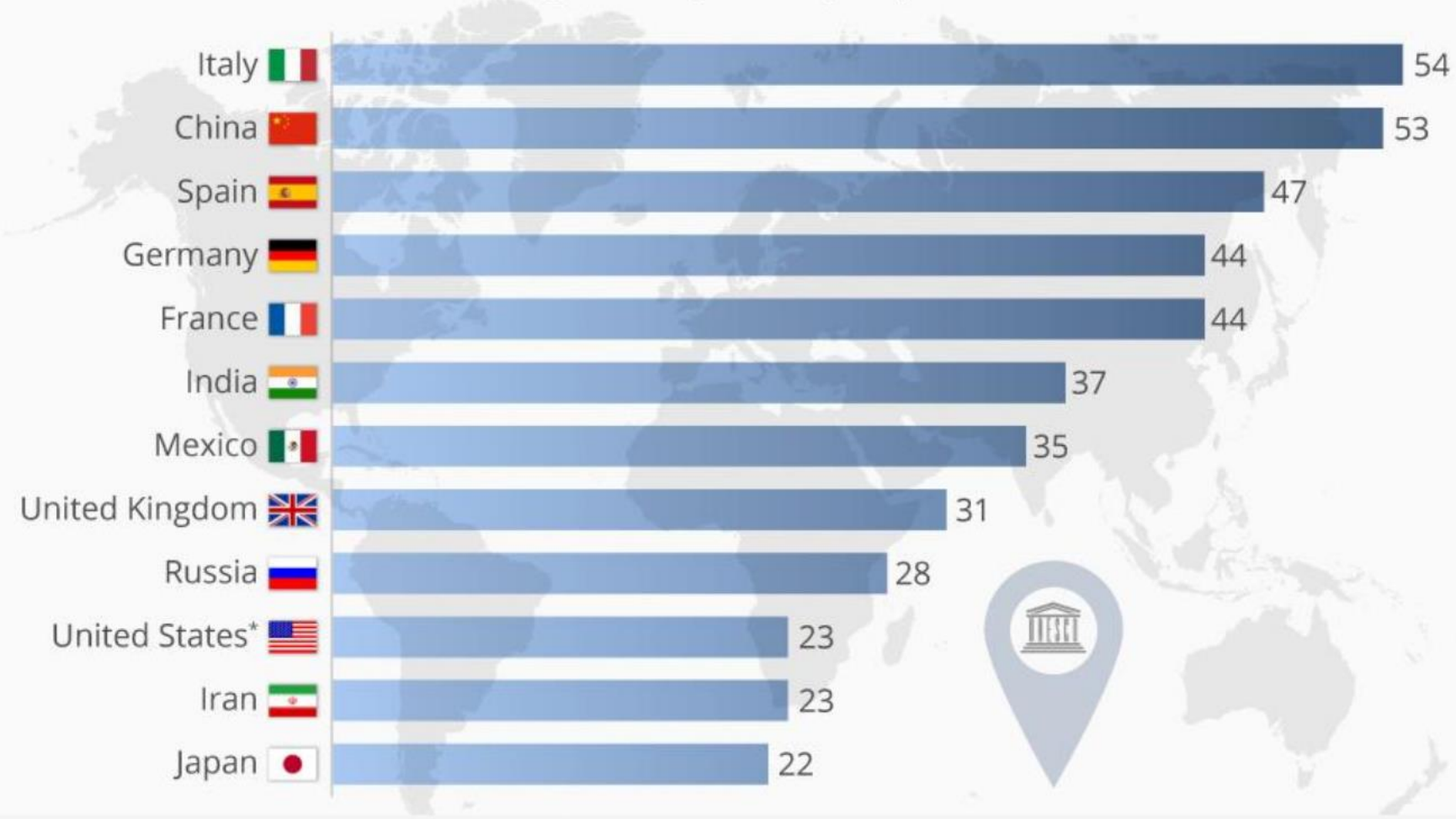
Ciudades Mexicanas
PATRIMONIO MUNDIAL



POTENTIAL OF
CULTURAL
TOURISM IN
MEXICO

The Countries With The Most UNESCO World Heritage Sites

Number of UNESCO World Heritage Sites by country (Sep '18)



TOURISM AS A CATALYST OF REGIONAL DEVELOPMENT

Craftsman in Morelia, Michoacan.



Chile en nogada, Puebla.



Guelaguetza, Oaxaca.



Creative Industries



Puebla
Creative City
of Design



Morelia
Creative City
of Music



Mexico City
Creative City of
Design

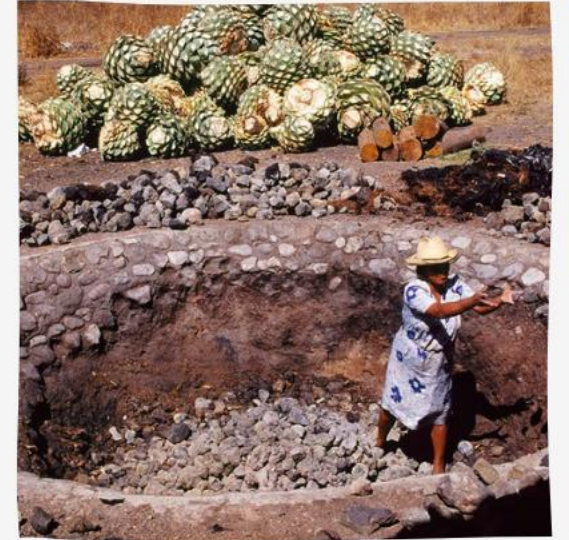


Querétaro
Creative City of
Design

Experiences



Ciudades Mexicanas
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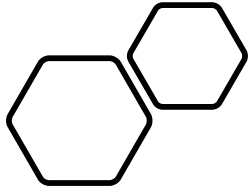




3rd Webinar in the Rethinking Regional Attractiveness Series | 8.nov.2022

Attracting and retaining staff in tourism regions

Ana Paula Pais | Senior Director of Training Department, Turismo de Portugal



What people want?

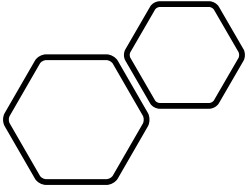
Re-invent benefits ... move in to Flexibility

Adopting an “ABR” Mindset

Re-Think working

Know Your “Talent Net Worth”





How to attract (and retain) talented employees? *there is a “talent war”?*

[from business perspective]

1. Build strong reputation & EVP [employee value proposition]

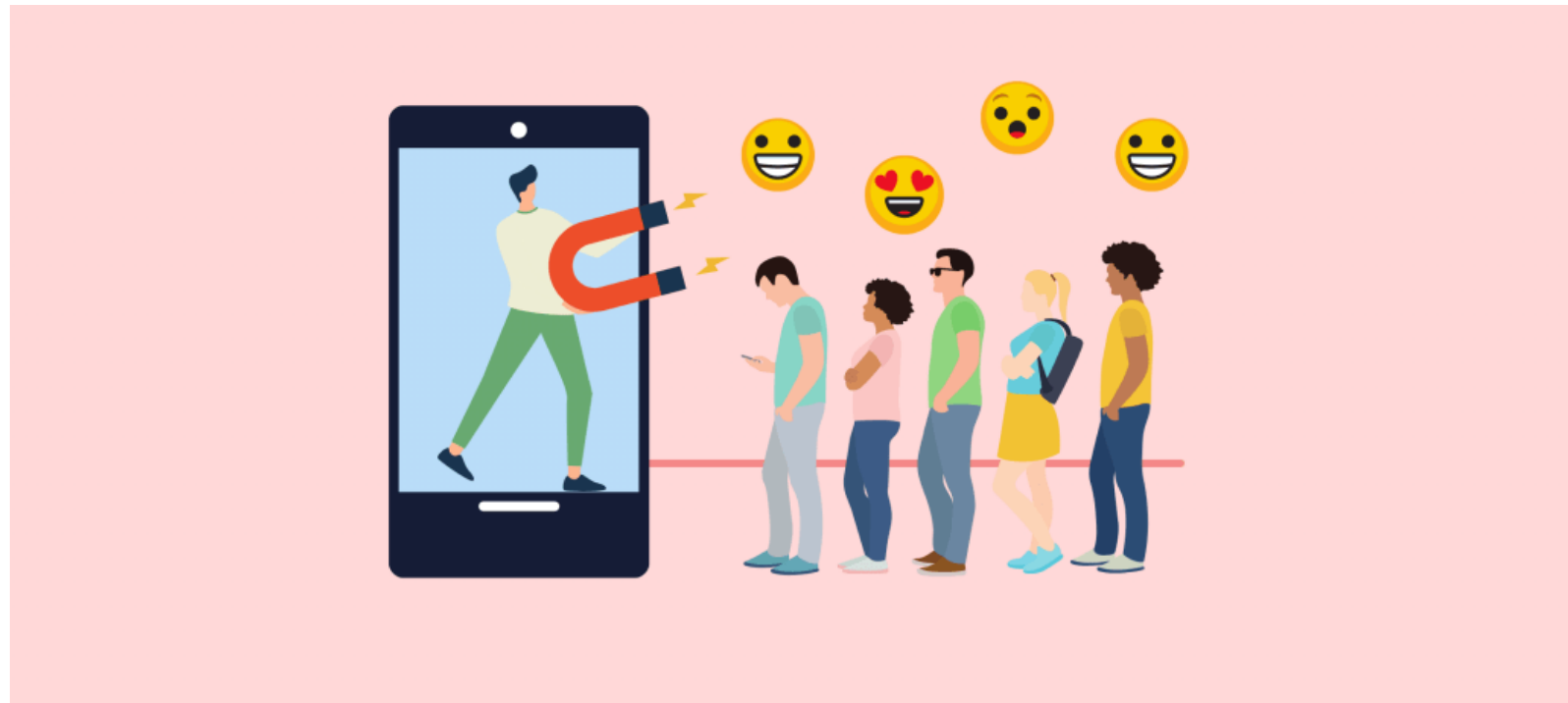
2. Be creative

- Design an organizational system to be people-friendly
- Bring your best employees into the recruitment process
- Open your recruitment area | attitude is better than aptitude
- Create referral programs

3. Be an early bird

- early recruitment

4. Get online and stay online





How to attract (and retain) talented employees

[from regions & cities perspective]

1. Accommodation, Education & Transports

2. Connectivity, Culture & Leisure

3. Life Quality & Well-being (data)

4. Regional Hiring Markets

5. Regional Employment Networks

not only in tourism...

logistics, food production, suppliers

6. Qualification Networks



1. New governance models



2. Valuing tourism professionals



3. Regional employment initiatives



4. Qualify new targets



5. Qualify locally | People and Stakeholders



new talent (management) mindset | people centric

Flexibility & individual needs

Reduce hierarchical levels

Autonomy and empowerment

- Decision-making power
- Improve employee experience
- Develop real incentives/benefits policy
- Promote internal mobility programs

6. Attract international talent



Portugal vai a Cabo Verde em Outubro em busca de trabalhadores

21 Setembro 2022 • Atualidade



7. Raise awareness and Educate for Tourism

