

## TIS and ITH collaborate to boost European tourism talent

**The partnership between Tourism Innovation Summit and Instituto Tecnológico Hotelero reinforces the European Commission's Pact for Skills for Tourism, promoting initiatives such as upskilling and reskilling, artificial intelligence, sustainability, and CSR in the European tourism ecosystem**

**More than 400 speakers and 8,000 industry professionals will gather at TIS2025, the event that once again positions Seville as a benchmark for innovation in tourism**

Madrid, August 26, 2025 – [TIS-Tourism Innovation Summit](#) and the Instituto Tecnológico Hotelero (ITH) have signed a collaboration agreement to host, within the framework of TIS2025, the **PacTS4ALL (Pact for Tourism Skills Forward Alliance) International Conference**, which will be held from October 22 to 24 at FIBES – Seville. Within the European consortium of the PacTS4ALL project, ITH plays a key role in ensuring that the results of the supported projects do not remain at a conceptual level but are translated into practical and scalable solutions for the tourism sector, thus strengthening the upskilling and reskilling capacity of Spanish talent and facilitating its transfer to the European tourism ecosystem.

For its part, through this agreement, **TIS2025 consolidates its leadership in promoting an innovative, inclusive, and talent-oriented tourism ecosystem**, positioning itself as the benchmark platform for professionals and executives seeking to boost the competitiveness of their businesses and destinations.

PacTS4ALL is the European Commission's support tool for the Pact for Skills for Tourism initiative, bringing together a transnational network of organizations that have signed the pact, all of which are committed to improving the skills of professionals in the sector. The project encourages a unified European approach to tourism training through the exchange of local best practices, the promotion of National or Regional Skills Partnerships (NRSPs), and the organization of parallel events, networking activities, and connection initiatives between industry stakeholders. In this way, it not only consolidates a European collaboration framework but also translates its strategic objectives into concrete actions to improve the sector's preparedness for future challenges.

*“This agreement between ITH and TIS represents a key step for the European tourism sector, highlighting Spanish best practices and success stories as benchmarks that encourage their adoption by the entities that make up the European training and tourism ecosystem”, says **Álvaro Carrillo de Albornoz**, Managing Director at ITH. “The holding of the PacTS4ALL International Conference within the framework of TIS reinforces our commitment to upskilling and reskilling the sector, offering a unique space for the exchange of knowledge, the generation of synergies, and the promotion of alliances that increase competitiveness and talent mobility in the European tourism ecosystem”, he adds.*

**Silvia Avilés**, Director at TIS, stated that *“having ITH and the PacTS4ALL network is essential for placing training and talent development at the center of the TIS2025 agenda. Our goal is to make Seville the European epicenter for sharing real, scalable, and sustainable solutions that enable destinations and companies to anticipate future challenges and lead the way in smarter, more digital, and more responsible tourism”.*



The PacTS4ALL International Conference will offer for more **than 8,000 professionals attending TIS2025** an integrated view of community tourism training initiatives, challenges and solutions in the field of skills, as well as Spanish success stories on the application of artificial intelligence, sustainability, Corporate Social Responsibility (CSR) and talent development through technology. The meeting will create a space for knowledge, networking, and public-private collaboration, in line with the objectives of the Pact for Skills for Tourism, contributing to the competitiveness, adaptation, and cohesion of European tourism talent.

---

**About [TIS - Tourism Innovation Summit \(October 22-24, 2025, FIBES Seville\)](#):** 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, TIS2024 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.

**About [ITH – Instituto Tecnológico Hotelero](#):** ITH is the hotel sector's response to the challenges that technological advances pose for entrepreneurs in the tourism industry. With a history spanning twenty years, this innovation center, affiliated with the Spanish Confederation of Hotels and Tourist Accommodations (CEHAT), has the mission of promoting the use of new technologies and management systems that contribute to improving the competitiveness, profitability, quality, efficiency, and sustainability of companies linked to the hotel and tourism industry.