



# 2024 ICSB WORLD CONGRESS

**CURRENT CHALLENGES OF THE  
HOSPITALITY AND TOURISM  
INDUSTRY, AND HOW TO  
TARGET THESE CHALLENGES**

**JULY 3, 2024  
11:30 - 12:45 PM**

**DOUBLETREE BY HILTON  
BERLIN KU'DAMM**



**Speakers 11:30 AM - 12:15 PM**  
Mr. Tito Livio Mongelli, President  
Skal International Italia  
Mr. Mario Cardone, Founder,  
Autentico Hotels - Member of  
Skal International Rome Club

**Panelists: 12:15 PM - 12:45 PM**  
Mrs. Annette Cardenas, President of Skal  
International  
Mr. Moritz Freise, Founder & CEO, NIEDS,  
President of Skal International Berlin Club  
Mr. Bertrand Petyt, COO AUSONIA Cruise  
Holdings - Member of Skal International Cote  
D'Azur Club

**Moderated by:** Mr. Barry Biggar, President & CEO Visit Fairfax, - Member of Skal  
International Washington, DC Club and Senior Auditor of Skal International USA



# **CURRENT CHALLENGES OF THE HOSPITALITY AND TOURISM INDUSTRY, AND HOW TO TARGET THESE CHALLENGES**

# TITO LIVIO MONGELLI

(CEO of Galileo.it and President of SKAL International Italy)  
(DIRECTOR of SKAL Europe Academy)





**Tourism is the land of revolutions**

**Even if sometimes we can't see them**  
**immediately**



**Charters: do you remember?**  
**At the beginning were even illegal.**



**And in recent years: low cost airlines  
(and no borders in Europe, Common  
currency, no visa or online visa policies)**



**And internet!!!!!!**

**(Are really all tourism companies using  
internet the best way????)**

**60 years ago: airlines reservation systems**  
**Later: CRS**  
**Later: GDS**  
**(only for travel agencies)**





**For customers  
Booking  
Expedia  
And now back to airlines reservation  
systems!!!**



# **The revolution of Airbnb Uber Flixbus**



**Covid remembered us that we are in a  
unique world  
But**

**The lesson seems to be not understood**



**Tourism now**  
**Not only Europe and USA as leaders**  
**China and Asia**

**An important part of Economy everywhere**



**The motivation to travel are changing**



**Tourism is part of the globalization**



**What are now the actors in tourism?  
Travel agencies and tour operators will  
survive?**

**Indipendent hotels will survive?  
Small airlines will survive?**



**What is changing in the management of tourism companies (especially in hotels)?**





**What is Next revolution?  
AI?  
To do what?  
To manage what?**



**Were Universities and vocational schools  
prepared to the last revolutions?  
And to the next ones?**



**Are the school and universities prepared to  
train XXI century managers?**



**In Europe?**

**In the world?**



**We must consider a scenario in which the  
tourism is going to increase all over the  
world**



**All countries will become also outgoing countries**



# Hoping for peace



# **1) some education emergencies in many countries (but not everywhere)**

- second / third languages**
- ict advanced skills**
- communication skills**
- other transversal skills**





## **2) tourism management must be considered separately from traditional management**

- Is based mainly on independent smes**
- In a flexible and often competitive market**
- A mix of many services**
- Is based also on real premises**
- Is depending on other services to increase the number of customers (flights/ trains/ hotels/ beds in general/ restaurants/ etc)**
- needs a network of competitors and of stakeholders**



**3) vocational training must be more focused  
on customer satisfaction,  
Ict and transversal competences**



**4) is needed a mix of class training, practical training, internships, international experiences**



**5) solid bases and after....special courses to become expert in.... What you like/ what companies want**



**6) My suggestion to students: build a cv with experiences and passions**



**Is the Academia ready to help you to be the  
future managers?**

**Yes and No**



**Suggestion for the Academic and education world:**

**Tourism is not a branch of economy neither of art or culture**



**Suggestion for the Academic and education world:**

**Less economy theories and more best practice**





**Suggestion for the Academic and education world:**

**Select teachers from the tourism world**



**Suggestion for the Academic and education world:**

**Re-train your teachers**



**Suggestion for the Academic and education world:**

**Dedicate resources to create networks for internships and international experiences**



# **What can do Skål? What could do the Associations of Employers?**



**The Associations of Employers must push the schools and universities to have specific courses for tourism based on updated curricula and including a lot of internships and international experiences**



**We must create data bases of online materials to increase flipped learning**



**Founded in 1934, Skål International is the only professional organization promoting global Tourism and friendship, uniting all sectors of the Tourism industry**



Its more than **12000 members**, entailing of industry's Managers and Executives, meet at Local, National, Regional and International levels to do business among friends throughout more than **300 Skål Clubs** along almost **100 countries**.







**Skål International began in 1932 with the founding of the first Club of Paris, promoted by the friendship arising between a group of Parisian Travel Agents who were invited by several transport companies to the presentation of a new aircraft destined for the Amsterdam-Copenhagen-Malmö flight.**



# SKAL PROMOTES A GLOBAL CAMPAIGN AGAINST HUMAN TRAFFICKING IN TRAVEL & TOURISM



**Skål Europe has created Skål Europe Academy, following the example of Skål Italy Academy and Skål Rome Academy**

**I'm the founder and Director of Skål Europe Academy**



**It is not a school**  
**We don't want to compete with schools and**  
**universities**  
**We are free of charge**



**We want to create “pills” of training and innovation useful both for managers and students**



**Our seminars are recorded and are online**

**[www.skaleurope.org](http://www.skaleurope.org)**





**Here some examples**

EUROPE  
Area Committee

EUROPE  
ACADEMY

## HOTEL ONLINE REPUTATION MANAGEMENT

April 9, 2024 - 6:00 p.m. CET

**Webinar language:**  
English

### HOTEL ONLINE REPUTATION MANAGEMENT

- ▷ Introduction: **Tito Livio Mongelli (Director of Skål Europe Academy)**
- ▷ Key Speaker: **Sabrina Calvagno (Nivula)**
  - How much important is the reviews rating?
  - How much is a percentage point improvement of the reviews rating worth?
  - How much increase in revenue to expect, improving the ratings of your hotel?
  - Improving reviews and revenue: what do we need?
  - REPUTATION, the hotel online reputation management system of NIVULA
  - Some examples taken from real situations of the Hotel attending the meeting!

Questions and Answers

**Join the zoom meeting**

ID meeting: 868 8344 6726  
Code: 941326

**FREE TRIAL**

For the first hotels that ask to participate in this free seminar!  
If you give us: Your email address, a Google e-mail account and the link to your tripadvisor page, Nivula will give you free of charge: upload of your reviews from the past few years, highlight of your strengths and weaknesses according to your guests and allow you to see what results you can achieve and how and give you Reputation software for free for one month.

email to: [sales@nivula.ch](mailto:sales@nivula.ch) with in the object: **FREE TRIAL FOR PARTICIPANTS TO SKAL EUROPE ACADEMY**

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SD  
<https://time2act.ipsantarem.pt>

In collaboration with:

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GREENING THE COMMUNICATION  
[www.silverback.it](http://www.silverback.it)

Scienza Ambiente Formazione Energie  
STUDIO LEGALE  
[www.safegreen.it](http://www.safegreen.it)

Co-funded by the European Union

## FREE ONLINE WEBINAR ON ECONOMIC SUSTAINABILITY

# EU DIRECTIVE ON GREENWASHING

**Webinar language: English**  **May 7th, 2024 - 3:00 p.m. CET/CEST**

- ▷ Presentation of Time2Act project: **Susana Leal (Instituto Politécnico de Santarém)**
- ▷ Introduction: **Tito Livio Mongelli (President of Skal Italy)**
- ▷ Key Speakers: **Nicola Moscheni (Silverback) and Corrado Carrubba (Safe Green)**
  - ▷ What is GREENWASHING?
  - ▷ Environmental Communication VS. Greenwashing
  - ▷ The new EU Directive on Greenwashing
    - ▷ contents
    - ▷ timing
    - ▷ future situation
  - ▷ The actual situation in Europe: some examples
- ▷ Questions and Answers

**Nicola Moscheni**  
Silverback

**Corrado Carrubba**  
Safe Green

**Go to Pre-registration**

This is a free webinar, but pre-registration is required. Use the following QR Code to easily preregister. All registered attendees will receive a Certificate of Participation.

**Join the Zoom meeting**

**zoom**

ID meeting: 835 1156 0514  
Code: 056674

Organized by:

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Project partners:

Time to Act through Sustainable Experiences for Higher Education Students  
Project ID: 2022-1-PT01-KA220-HED-000087984

**CLAUDIA VILLANTE**  
SENIOR RESEARCHER AT ISTAT  
Gender Mainstreaming Expert

**TITO LIVIO MONGELLI**  
CEO of Galileo and  
President of SKÅL ITALIA

**SUSANA LEAL**  
INSTITUTO POLITÉCNICO  
DE SANTARÉM

<https://time2act.ipsantarem.pt>

Co-funded by the European Union

Organized by: In collaboration with:

[www.galileo.it](http://www.galileo.it) [www.skaleurope.org](http://www.skaleurope.org)

**FREE ONLINE WEBINAR ON SOCIAL SUSTAINABILITY**

**GENDER EQUALITY AND WOMEN'S EMPOWERMENT IN EUROPE**

Webinar language: English **March 12, 2024 - 4:00 p.m. CET**

- ▶ Time2Act project (Susana Leal - Instituto Politécnico de Santarém);
- ▶ MOOCs and Webinars of the Project - introduction of the webinar (Tito Livio Mongelli – CEO of Galileo.it and President of SKÅL Italy);
- ▶ **Claudia Villante**  
Senior Researcher at ISTAT, Gender Mainstreaming Expert, Experienced Public Policies Analyst, Seconded National Expert of European Institute for Gender Equality
  - ▶ The challenges of gender equal opportunities in Italy and Europe;
  - ▶ The current status and objectives defined at European level;
  - ▶ The tools available at European and national level for the elimination of gender gaps;
  - ▶ The tasks of the European Institute for Gender Equality.
- ▶ Questions and answers.

This is a free webinar, but pre-registration is required. Use the following QR Code to easily preregister.  
All registered attendees will receive a Certificate of Participation.

**Join the zoom meeting**

ID meeting: 82715299704  
Code: 583755

Time to Act through Sustainable Experiences for Higher Education Students  
Project ID: 2022-1-PT01-KA220-HED-000087984

**PAOLO BARTOLOZZI**  
CEO of HotelGoGo and  
Vice President of SKÅL EUROPE

**TITO LIVIO MONGELLI**  
CEO of Galileo and  
President of SKÅL ITALIA

**SUSANA LEAL**  
INSTITUTO POLITÉCNICO  
DE SANTARÉM

<https://time2act.ipsantarem.pt>

Co-funded by the European Union

Organized by: [www.galileo.it](http://www.galileo.it)

**FREE ONLINE WEBINAR ON ENVIRONMENTAL SUSTAINABILITY**

**THE EUROPEAN SUSTAINABILITY REPORTING STANDARDS - ESRS**

Webinar language: English **February 20, 2024 - 6:00 p.m. CET**

- ▶ Time2Act project (Susana Leal - Instituto Politécnico de Santarém);
- ▶ MOOCs and Webinars of the Project - introduction of the webinar (Tito Livio Mongelli – CEO of Galileo.it and President of SKÅL Italy);
- ▶ **Paolo Bartolozzi**  
(CEO of HotelGoGo and Vice President of SKÅL Europe)
  - ▶ The 2 transversal standards and the 10 thematic standards (environmental, social and governance) of the ESRS;
  - ▶ Timeline and consequences of this innovation;
  - ▶ The voluntary ESRS for SMEs;
  - ▶ Why is fundamental to know the ESRS for everyone who will project or will manage any future activity;
- ▶ Questions and answers.

This is a free webinar, but pre-registration is required. Use the following QR Code to easily preregister.  
All registered attendees will receive a Certificate of Participation.

**Join the zoom meeting**

<https://us06web.zoom.us/j/84866614274?pwd=6BUD3wugadJ0ywabygr1m5U5UcuhQY.1>

ID meeting: 4274 6661 848  
Code: 965827

Time to Act through Sustainable Experiences for Higher Education Students  
Project ID: 2022-1-PT01-KA220-HED-000087984

**SKÅL INTERNATIONAL** **ROMA ACADEMY**  
**SKÅL INTERNATIONAL** **ITALIA ACADEMY**  
**SKÅL INTERNATIONAL** **EUROPE ACADEMY**



**SAVE THE DATE**

**How Blockchain Technology is Transforming Tourism:  
Tools and Perspectives**

**Thursday 28th September at 6PM**

The online event is held by Takyon, an innovative startup that combines fintech and travel, and introduces for the first time in the market the reselling of tourist service bookings through their transformation into digital assets (NFTs).



**Simona Graziani**  
takyon

**JOIN THE WEBINAR AT THIS LINK**  
<https://us06web.zoom.us/j/85274749465?pwd=8fQzqCYoPmmlOACWsjfxhpKXLIYibe.1>  
ID meeting: 852 7474 9465  
Passcode: 179907

The seminar will last 60 minutes and will be followed by Q&A of participants

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**STEFAN PETERSSON**



**DANIELA HEDSTRÖM**



**PRACTICAL SUSTAINABLE DEVELOPMENT  
in HoReCa sector:  
examples of CIRCULAR ECONOMY IN PRACTICE**

**ONLINE:**

**SEPTEMBER 6TH**

**4pm CET**

Join the zoom meeting  
<https://us06web.zoom.us/j/81218933003?pwd=NXRJejVQUkJsTjUxc2lIRFo3ZmlaZz09>  
ID riunione: 812 1893 3003  
Password: 830589

The seminar will last 60 minutes and will be followed by Q&A of participants

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**SAMUEL SIEGFRIED**  
Playn Voice



**ARTIFICIAL INTELLIGENCE FOR HORECA SECTOR:  
a practical example, how tourist organizations leverage PlaynVoice to increase availability, optimize operations, and delight customers**

**ONLINE:**

**OCTOBER 4TH**

**6 PM CET**

Join the zoom meeting  
<https://us06web.zoom.us/j/82233401100?pwd=LobKvgcilzbqhgk03pQafnbWVnTNRy.1>  
ID meeting: 822 3340 1100  
Password: 037215

The seminar will last 60 minutes and will be followed by Q&A of participants



**SKÅL ITALIA ACADEMY**

ORGANIZZATO DA: **Galileo.it** IN COLLABORAZIONE CON: **DB STRATEGY**

WWW.GALILEO.IT WWW.DBSTRATEGY.COM.IT

Lingua: **13 giugno ore 18 - Online**

**DIGITAL MARKETS ACT (DMA):  
LA SECONDA RIVOLUZIONE NELLA  
COMUNICAZIONE E NELLA SOCIETÀ DOPO L'AI**

- Introduzione: **Tito Livio Mongelli** (Presidente Skal Italia e Direttore Skal Europe Academy)
- Key Speaker: **Vincio Borsi** (Hospitality Innovation Manager e Vice Presidente Skal Roma)
  - Il Digital Markets Act (DMA)
  - La seconda rivoluzione nella comunicazione e nella società
  - Il Digital Services Act (DSA)
  - Il regolamento europeo sulla AI
  - Quello che sta succedendo nel mondo del turismo
  - Quello che dobbiamo sapere per essere pronti
  - Quello che può fare Skal in Italia e in Europa



Domande del pubblico.  
La conclusione è prevista alle ore 19,15

**Join the zoom meeting**

**zoom**

ID meeting: 895 8429 3698  
Code: 684935

Per maggiori informazioni, per confermare la propria presenza e per richiedere un attestato di partecipazione, inviare un email ha [info@galileo.it](mailto:info@galileo.it) con oggetto "DIGITAL MARKETS ACT (DMA)".

[www.skalitalia.org](http://www.skalitalia.org)

**SKÅL ITALIA ACADEMY**

ORGANIZZATO DA: **Galileo.it** IN COLLABORAZIONE CON: **CODICE OSPITE**  
Maestro Alberto Presutti

WWW.GALILEO.IT WWW.CODICEOSPITE.IT

**28 maggio ore 18 - Online**

**L'ACCOGLIENZA COME VALORE:  
L'OSPITE STRANIERO:  
COME E COSA NON SBAGLIARE NELLA SUA  
ACCOGLIENZA**

- Introduzione: **Tito Livio Mongelli** (Presidente Skal Italia)
- Key Speaker: **Alberto Presutti**
  - Scegliere il tipo di accoglienza: perchè si definisce "ospite" e non "cliente"
  - La qualità emozionale del ricevimento: attenzione alle incongruenze con gli ospiti
  - Le parole "magiche" dell'accoglienza già con l'ospite italiano
  - Come presentarsi agli ospiti stranieri
  - I complimenti: attenzione a farli, soprattutto con gli ospiti stranieri
  - Le principali regole per comunicare efficacemente con gli ospiti
  - Come gestire le lamentele con gli ospiti stranieri
  - Caso di studio
  - Brevi cenni sui Codici comportamentali di: arabi, brasiliani, cinesi, giapponesi, indiani, inglesi, israeliani, russi, spagnoli, statunitensi.

Domande del pubblico. La conclusione è prevista alle ore 19,15

**Join the zoom meeting**

**zoom**

ID meeting: 814 2224 1194  
Code: 670616

Per maggiori informazioni, per confermare la propria presenza e per richiedere un attestato di partecipazione, inviare un email ha [info@galileo.it](mailto:info@galileo.it) con oggetto "Accoglienza come valore".

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**SKÅL VENEZIA**

In collaborazione con: **SKÅL ITALIA ACADEMY**

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**10 aprile ore 16:00** Webinar ONLINE | zoom  
In presenza presso: **Ca' Sagredo - Santa Sofia 4198, Venezia**

**INTELLIGENZA ARTIFICIALE:  
COME GESTIRLA PER NON SUBIRLA**

- Prima parte: Saluto della Presidente Skal International Venezia**  
Interventi:
  - Federica Montaguti** - Ricercatrice Ciset
  - Martina Manescalchi** - Consulente settore alberghiero, Formatrice e Giornalista
  - Fulvio Giannetti** - CEO e Head of Data Science di Lybra | Gruppo Zucchetti
- Seconda parte: Dibattito dei partecipanti con i relatori sui "pro e contro"**  
Moderatore: **Davide Scalzotto** - Responsabile edizione Venezia-Mestre de "Il Gazzettino"
- Al termine, Aperitivo e brindisi Skal offerto dal Socio Paolo Tamai di "My Venice"

**Per raggiungerci:**

**Per collegarsi Online:**

**zoom**

ID meeting: 849 7808 1464  
Code: 923722

[www.skal-venezia.org](http://www.skal-venezia.org)



**I hope you can join Skål and young Skål!**



**I'm CEO of Galileo.it, a  
company involved in advanced  
training and European  
Projects.**

**[www.galileo.it](http://www.galileo.it)**

Lan  uage  
Divisione di Galileo.it Srl *Solution*

**[www.languagesolution.it](http://www.languagesolution.it)**

**I'm Director of  
Language Solution  
that organize  
managerial training in  
English and European  
Projects.**





[www.kepleroweb.it](http://www.kepleroweb.it)

THANKS FOR YOUR ATTENTION

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