



APPROVED PROPOSALS

TalentIA: Strategic Adoption of Artificial Intelligence for Talent Attraction and Retention across Different Sectors by **Susana Pescada**, PhD in Sociology and PhD in Economic and Management Sciences, with a specialisation in Management, CinTurs researcher and Assistant Professor at the School of Economics of the University of Algarve

TalentIA is a collaborative project that explores how Artificial Intelligence (AI) is transforming Human Resource Management across different sectors. The initiative aims to map current practices, identify benefits, risks, and barriers, and co-create recommendations for the ethical and responsible adoption of AI in recruitment, development, and talent retention processes.

Based on case studies, surveys, and participatory workshops, the project will support organisations in aligning AI use with the Sustainable Development Goals, promoting fair, transparent, and human-centred practices.

Beyond the Scenic View: Reimagining Destination Transformation through Eudaimonic and Hedonic Tourism Consumption for Inclusive Well-being, by **Nelson Matos**, PhD in Tourism and PhD in Marketing and Strategy, CinTurs researcher and Assistant Professor at the School of Economics of the University of Algarve

The project proposes a new approach to destination transformation (DT), moving beyond the traditional focus on leisure and landscape. DT is viewed as an ongoing process involving personal, social and environmental changes, driven by tourism practices that actively engage local communities, promote sustainability and encourage inclusivity. This approach is in line with the Sustainable Development Goals (SDGs).

It also highlights the importance of tourism based on cultural immersion, emotional challenges and authentic engagement with the destination. These elements lead to a re-evaluation of personal values and individual growth. This promotes an inclusive sense of well-being that benefits both visitors and host communities.