

Jorge Leal Kirchbach forecast an economic recovery in the tourism sector soon.

Jorge Leal Kirchbach holds a Ph.D in Economics from The London School of Economics and Political Science, besides been an entrepreneur on the tourism sector and CEO of a real state investment trust (REIT's) Fibra Kapital located in Mexico and Spain.



Quintana Roo, Oct 28, 2020 ([IssueWire.com](https://www.issuewire.com)) - Faced with the current landscape being the pandemic caused by the Covid-19 health crisis, hotel entrepreneur **Jorge Leal Kirchbach** advanced that tourism will be one of the first sectors to recover.

According to the World Tourism Organization (UNWTO), there is an estimated global risk of between 100 and 120 million unemployment.

However, **Leal Kirchbach** listed a number of factors that will rebound the economic recovery of the tourism sector.

"The sector has the capacity to adapt to changes, it has done it before and it can do it now, these changes must be made taking into account the profile of the "new traveler" that demands spaces that give it a sense of security in terms of health, digital options that allow to reduce physical contact, fun and functional environments in which control is held and of course freedom", analyzed **Jorge Leal Kirchbach**.

The entrepreneur stressed that the weariness of the people derived from confinement, creates the need to "recover" the movement and the feeling of freedom, being the tourist places in addition to the commercial squares, the points where a greater influx is expected.

In this sense, **Leal Kirchbach** mentioned that investments must maintain a vision that facilitates the experience of tourism that avoids physical contact, without depersonalizing the experience, as well as redesigning a business model that establishes service schemes that increase the perception of value that the tourist receives.

The critical thing is to be and stay prepared to serve tourists with their new demands, **Leal Kirchbach** concluded.



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