



WORLD TOURISM FORUM LUCERNE 2016/2017

# WHERE GLOBAL LEADERS IN TRAVEL, TOURISM AND HOSPITALITY MEET THE NEXT GENERATION

A nighttime photograph of a modern, multi-story building with a glass facade, illuminated from within and without. The building is situated on a waterfront, with a marina in the foreground containing several boats. The lights from the building and the marina are reflected in the dark water. In the background, there are large, rugged mountains covered in snow under a dark blue sky.

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# WELCOME



**Martin Barth**  
CEO

**Reto Wittwer**  
Chairman of the Advisory Board

The travel, tourism and hospitality industry belongs to the fastest growing industries in the world. But it also faces various economical, political and environmental challenges. Addressing these challenges requires a high level of global cooperation and a continuous exchange of views across the private and the public sector.

Among various tourism conventions and trade fairs, the World Tourism Forum Lucerne is the only platform where international top level decision makers from industry, government, academia and finance discuss these future challenges together with tomorrow's generation. Founded in 2008, the Forum has developed continuously and has built up a worldwide network of personal relationship.

We cordially invite you to join this exceptional networking platform with a focus on an open minded and future oriented exchange across industries and generations. Let us all work together on more sustainable solutions and walk the talk.

**“TOURISM IS MORE THAN JUST TRAVELLING. TOURISM IS ONE OF THE MOST IMPORTANT DRIVERS FOR THE DEVELOPMENT OF A COUNTRY OR A DESTINATION AND HIGHLY CONNECTS TO MANY OTHER INDUSTRIES. WE THEREFORE TALK ABOUT TOURSIM+.”**

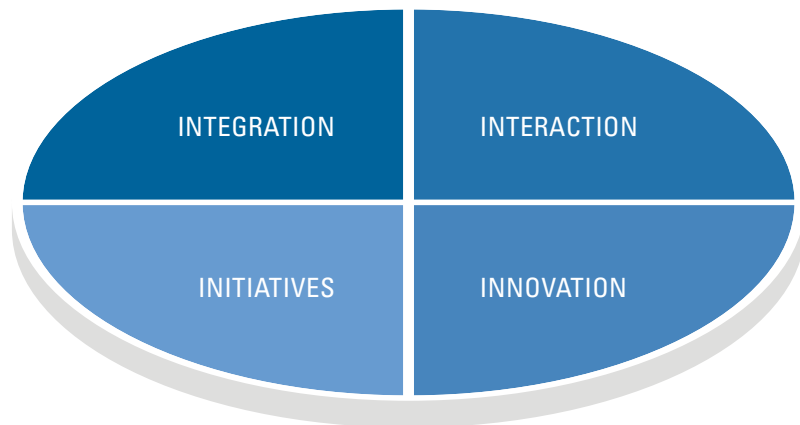
# VISION

The World Tourism Forum Lucerne is the leading interactive platform in the industry, where CEOs, Ministers, Academia, Finance, Start-Ups, the Next Generation and Young Talents become a strong community addressing the future challenges of the travel, tourism and hospitality industry and shape a more sustainable future.

# MISSION & VALUES

## MISSION

- We connect open minded people from three generations from five continents.
- We bring together the public and the private sector.
- We close the gap between academia and industry.
- We let all the players become one voice.
- We learn from others by drawing parallels.
- We concentrate on innovation, talents and sustainable development as tomorrow's drivers.
- We understand travel, tourism and hospitality as a highly networked industry with strong interdependent connections.



## INTEGRATION

We have confidence in each other and believe in the benefit of working together.

## INITIATIVES

We walk the talk and turn words into actions.

## INTERACTION

We respect different opinions and are convinced that an open discussion will bring new perspectives and better solutions.

## INNOVATION

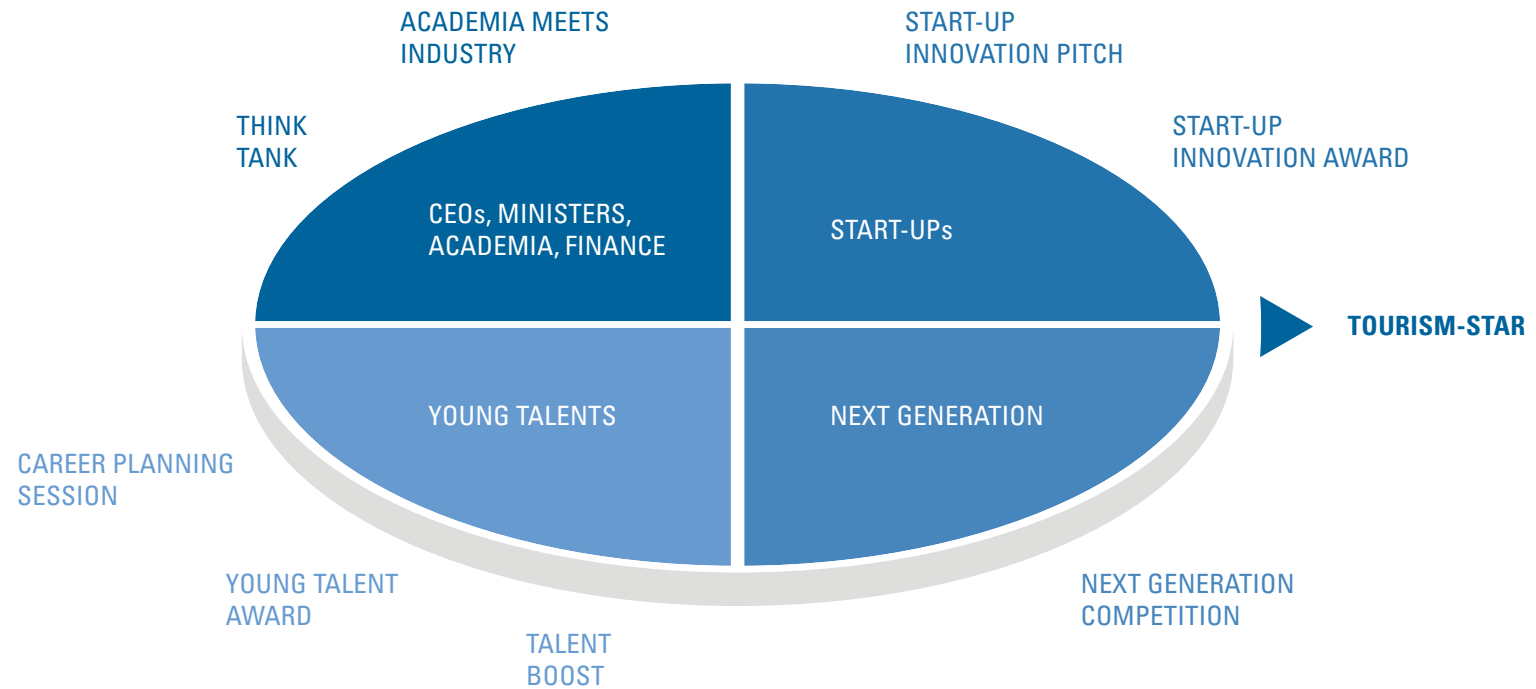
We strive for innovation and are therefore ready to engage.



**HE U HTAY AUNG,  
UNION MINISTER FOR  
HOTELS AND TOURISM,  
THE REPUBLIC OF THE  
UNION OF MYANMAR**

“SUSTAINABLE TOURISM IS A KEY ISSUE FOR THE WHOLE INDUSTRY. THE WORLD TOURISM FORUM LUCERNE IS THE LEADING PLATFORM TO DISCUSS AND SHARE VIEWS ON THIS TOPIC.”

# TARGET GROUP



WALK THE TALK **INNOVATION** TRAVEL  
TALENT BOOST AZERBAIJAN ACADEMIA  
**LUCERNE** STUDIES **TOURISM**  
OPPORTUNITIES **CEOs** INTERACTION **THINK TANK**  
NEXT GENERATION **START-UPS** BEST PRACTICES  
GOVERNMENT **PLATFORM** EXPERTS  
INITIATIVES **PLATFORM** HOSPITALITY  
**INTERNATIONAL** THOUGHT LEADERS **CHINA** **FUTURE**  
NON-PROFIT  
SUSTAINABLE DEVELOPMENT **PARTNERS** FINANCE CHALLENGE  
**TOURISM+** **WORLD** SOLUTIONS **INDUSTRY**  
AWARD AIRLINES **MINISTERS** NEW BUSINESS MODELS  
EXCLUSIVENESS **YOUNG TALENTS**  
PARTNER UNIVERSITIES STRATEGIES



# HOW WE WORK



# GUEST COUNTRY



“WHAT A GREAT OPPORTUNITY TO NETWORK WITH THE MOST IMPORTANT LEADERS FROM THE TRAVEL, TOURISM AND HOSPITALITY INDUSTRY DURING THE WORLD TOURISM FORUM LUCERNE 2015! I HIGHLY RECOMMEND THIS GUEST COUNTRY PARTNERSHIP TO ALL MY MINISTER COLLEAGUES AROUND THE WORLD.”

**HE Abulfas Garayev**  
Minister of Culture and Tourism of the Republic of Azerbaijan



**MALIHA MAJEED,  
UNIVERSITY OF WATERLOO,  
YOUNG TALENT 2015**

“IT WAS A GREAT HONOUR TO BE NOMINATED AS ONE OF THE YOUNG TALENTS 2015. I GAINED VALUABLE INDUSTRY INSIGHTS AND LOOK FORWARD TO APPLYING MY SKILLS AND KNOWLEDGE TO ADDRESS THE ENVIRONMENTAL ISSUES IN THE TOURISM INDUSTRY.”



# WTFL CHINA



The World Tourism Forum Lucerne has intensified its international orientation. In the recent years, a strong partnership between the World Tourism Forum Lucerne and China has evolved. In 2015 we agreed with the Chinese Tourism Ministry on our intention to work together in various tourism projects and initiatives.

In order to strengthen this collaboration, we opened WTFL China Limited under the direction of Chief Representative Officer Jianguo Xu. Together, we are now preparing the first World Tourism Forum Lucerne in China in 2016.

Furthermore, we are going to work with Chinese tourism organisations on white

paper publications and collaborate with industry and academic institutions to offer Talent Management and leadership programmes for China.



China





**JAMES HOGAN,  
CEO ETIHAD AIRWAYS**

“ I HAVE NEVER SEEN SUCH A COMPACT, WELL ORGANISED AND HIGH-LEVEL FORUM THAT INCLUDES TOMORROW’S LEADERS. IT’S THE PERFECT PLACE TO LOOK INTO THE FUTURE IN A RELAXED ATMOSPHERE. THAT’S WHY ETIHAD ENGAGES AS ONE OF THE PREMIUM PARTNERS OF THE FORUM.”

# THINK TANK

The World Tourism Forum Lucerne Think Tank is a highly focused, top level and strategic body. It allows selected leaders around the world to reflect on the big challenges for the industry and to address them in out of the box “game-changing” ways. The small size, the quality of participants, and the informality make the World Tourism Forum Lucerne Think Tank unique.

The Think Tank is organised on a yearly basis. The next sessions will be held in March 2016 in Baku and in May 2017 in Lucerne.



# TALENT MANAGEMENT

We can not talk about the future without including tomorrow's generation. It is one of our main goals to make the industry aware of the importance of Talent Management. Therefore, the World Tourism Forum Lucerne has started various initiatives to foster the exchange between three generations within the travel, tourism and hospitality industry.

## TALENT BOOST

The World Tourism Forum Lucerne organises a Talent Boost Event every second year in collaboration with one of the partner universities to make our industry aware of Talent Management. In 2016, the Talent Boost will be held in São Paulo.

## YOUNG TALENT PROGRAMME

The goal of the Young Talent Programme is to establish an exchange between CEOs and talents, and to emphasise the importance of a talent pipeline between universities and the industry.

The Young Talent Programme invites the best students from our partner universities to the Forum.

## PARTNER UNIVERSITIES

- The University of Queensland [Australia](#)
- MODUL University Vienna [Austria](#)
- Azerbaijan Tourism and Management University [Azerbaijan](#)
- Botho University [Botswana](#)
- Universidade de São Paulo [Brazil](#)
- University of Waterloo [Canada](#)
- East China Normal University [China](#)
- Hochschule Harz [Germany](#)
- The Hong Kong Polytechnic University [Hong Kong](#)
- Sekolah Tinggi Pariwisata Bandung [Indonesia](#)
- University St. Kliment Ohridski [Macedonia](#)
- Universidad de Monterrey [Mexico](#)
- Singapore Institute of Technology [Singapore](#)
- University of Johannesburg [South Africa](#)
- Lucerne University of Applied Sciences and Arts [Switzerland](#)
- Ecole Hôtelière de Lausanne [Switzerland](#)
- IMI University Centre [Switzerland](#)
- Mahidol University [Thailand](#)
- University of Surrey [United Kingdom](#)



## TALENT MANAGEMENT EVENTS

### – Academia meets Industry

The Academia meets Industry event aims to foster the collaboration between the two partners and to discuss the challenges of the industry from various perspectives.

### – Academic Meeting

Professors from the Forum's partner universities get the chance to present the latest research and to discuss joint projects.

### – Career Planning Session

Young Talents get coaching for their career planning, job applications, assessments or successful job interviews from the recruiting specialists at Korn Ferry.

### – Next Generation Competition

Young employees with high career potential get the chance to accompany their CEOs, exchange ideas and discuss the future challenges with leaders in the tourism industry.



# START-UP INNOVATION

[www.wtflucerne.org/innovation](http://www.wtflucerne.org/innovation)



**100**

SUBMISSIONS

**20**

PRESENTATIONS

**3**

FINALISTS

**1**

WINNER



**HAI HO,  
FOUNDER OF THE START-UP  
TRIIP.ME**

“THE OPPORTUNITY TO PRESENT  
OUR BUSINESS TO TOP EXECUTIVES  
FROM ALL AROUND THE WORLD IS  
PRICELESS.”

# PARTNERS 2015

## PREMIUM PARTNERS



## FORUM PARTNER



## NEXT GENERATION PARTNER



## TALENT MANAGEMENT PARTNERS



## MOBILITY PARTNER



## SUSTAINABILITY PARTNER



## VENUE PARTNERS



## INTERNATIONAL MEDIA PARTNER



## COMMERCIAL MEDIA PARTNER



## TRADE MEDIA PARTNERS



## GUEST COUNTRY: THE REPUBLIC OF AZERBAIJAN



## SUPPLIERS

- Hotel Palace, Lucerne
- Max Chocolatier
- The Bürgenstock Selection
- The cantons of Uri, Schwyz, Nidwalden, Obwalden and Lucerne

## INITIATORS

- Lucerne Events
- Lucerne Hotels
- Lucerne University of Applied Sciences and Arts
- Tourism Forum Lucerne

# BECOME A PARTNER

There are various opportunities to cooperate with the World Tourism Forum Lucerne. Become a partner of the first World Tourism Forum Lucerne in Gui'an/Guizhou on 23–24 September 2016 or of the fifth World Tourism Forum in Lucerne on 3–5 May 2017.

## **PARTNER OR SPONSOR**

- Premium Partner
- Forum Partner
- Talent Management Partner
- Next Generation Partner
- Sustainability Partner
- Innovation Partner
- Location Partner
- Mobility Partner
- Technology Partner
- Supplier (food, coffee break or other sponsor)

## **GUEST COUNTRY**

Present your country on the exclusive platform of the World Tourism Forum Lucerne.

## **SPEAKER, PRESENTER OR PANELLIST**

Share your experience and your vision with others.

## **PARTICIPANTS**

Become one of the future Forum participants.

## **PARTNER UNIVERSITY**

Become one of the exclusive partner universities of the World Tourism Forum Lucerne and give the best students the opportunity to compete for a place at the next Forum.

## **AMBASSADOR**

Become one of the Forum's Ambassadors and support us by spreading its spirit around the world.

# ORGANISATION

The World Tourism Forum Lucerne is an independent organisation led by a Board of Directors based in Lucerne, Switzerland.

In matters relating to content, the Board of Directors relies on the support of an Advisory Board which ensures a consistently high quality of all activities, topics and programmes. The Board's network, expertise and international composition are of central importance in maintaining the Forum's exclusive reputation.

## CHAIRMAN

- [Reto Wittwer](#)  
Chairman, Smart Hospitality Solutions

## MEMBERS

- [Annie Beaulieu](#)  
Founder and CEO, Freedom (Representative of the Start-Ups)
- [Marcus Bernhardt](#)  
Group Chief Commercial Officer, Europcar
- [Adelbert Bütler](#)  
Former Chairman, Lucerne Tourism
- [Prof Kaye Chon](#)  
Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- [Gabiella Crescini](#)  
Head of Client and Partner Relationships, Swisscontact
- [René Estermann](#)  
CEO, myclimate
- [Ufi Ibrahim](#)  
CEO, British Hospitality Association
- [Olivier Jankovec](#)  
Director General, ACI EUROPE (Airports Council International)
- [Amel Karboul](#)  
Founder of Change, Leadership & Partners, Former Minister of Tourism in Tunisia
- [Geoffrey Lipman](#)  
President, ICTP (International Council of Tourism Partners) and Chair, greenearth.travel
- [Sinduja Loganathan](#)  
Mobility and Innovation Entrepreneur, Europcar Innovation Lab
- [Wybcke Meier](#)  
CEO, TUI Cruises
- [Thiébaud Ossola](#)  
Director Brand Experience, Swissôtel Hotels & Resorts (Representative of the Next Generation)
- [Jeannine Pilloud](#)  
Head of Passenger Traffic Division, Member of the Management Board, SBB (Swiss Railways)
- [Vijay Poonoosamy](#)  
Vice President International and Public Affairs, Etihad Airways
- [Carlos Sardinha](#)  
CEO, Europcar – AMAG Services AG
- [Samih Sawiris](#)  
Chairman, Orascom Development Holding
- [Jürg Schmid](#)  
CEO, Switzerland Tourism
- [Dominique Virchaux](#)  
President South America, Korn Ferry



### Head Office

WORLD TOURISM FORUM LUCERNE

Prof Martin Barth

CEO

Zentralstrasse 9

P.O. Box 2940

6002 Lucerne

Switzerland

T +41 41 228 99 80

[martin.barth@wtflucerne.org](mailto:martin.barth@wtflucerne.org)

### China Branch

WORLD TOURISM FORUM LUCERNE

Jianguo Xu

Chief Representative Greater China Region

卢塞恩世界旅游论坛大中华区首席代表 徐建国

Zhongshan Road (W) 1065

Room 1905C

200051 Shanghai

China

T +86 21 66076699

[jianguo.xu@wtflucerne.org](mailto:jianguo.xu@wtflucerne.org)

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