

Between sustainability and techno-futurism

4th "World Tourism Forum Lucerne" 2015 spans a broad arc of subjects



Lucerne (April 10, 2015). The 4th "World Tourism Forum Lucerne" (WTFL) is approaching. In two weeks' time, the conference organisers are expecting decision-makers from tourism, commerce, policy, science and finance on April 23-24, 2015. The participants from more than 60 countries will be arriving in the meantime. One of the most prominent speakers this year will be

Jeremy Rifkin, President of the Foundation on Economic Trends in the USA and Adviser to the European Union.

Rifkin will be the second Keynote Speaker on the first conference day (Thursday). Precedence is given to the Queen Mother of Bhutan, Sangay Choden Wangchuck, who will take up the WTFL primary focus of sustainability in her keynote speech and will describe her country's approach to a sustainable tourism.

The social theorist Rifkin will certainly refer to his book "The Zero Marginal Cost Society" that is devoted to techno-futurism. It holds the assertion that in connection with the Internet of things, intelligent robots can supply every person with all that they need and at nearly zero costs. As a result, every person will be free to entirely devote themselves to the community – in contrast to the present materialist individualism in the most recent age of capitalism.

It will be exciting to see there what countries such as Azerbaijan think during such discussions; it is a host country and sponsor of the WTFL for the first time. Enormous suspense curves such as this are what Martin Barth is striving for as Organiser and General Manager of the event and from which he is hoping that a global Think Tank for tourism will develop in Lucerne – similar to the WEF in Davos.



Key note speaker Jeremy Rifkin, one of the prominent WTFL guests.

The influence of the different sectors on the tourism should be investigated across the industries, just the same as bringing public/state and private partners together at the table. For the "Talent" main focus of the conventions, three generations will also meet here for dialogue. Initiated by Reto Wittwer, the former Kempinski CEO, the Carlson Rezidor Hotel Group will be on board this year for the first time as a "Next Generation Partner".

Among the well-known speakers and along with others at this year's conventions at Lake Lucerne are Prof. Dr. Wolfgang Georg Art, Director of China Outbound Tourism Research Institute; Marcus Bernhardt, CCO of Europcar; Puneet Chhatwal, CEO of Steigenberger Hotels; Prof. Kaye Chon, Dean Hong Kong Polytechnic University; Christopher Cederskog, Regional Manager Europe from Airbnb; René Estermann, CEO of myClimate; Frank Fiskers, CEO of Scandic Hotels; Prof. Geoffrey Lipman, Director of Greenearth.travel; Tobias Ragge, CEO of HRS and Taleb Rifai, Secretary General of World Tourism Organization (UNWTO).

Those who still wish to register and would like to view the detailed programme for this multicultural event with its colourful subjects can click on www.wtflucerne.org. The price for the entire convention lies at 1,950 CHF; for one day at 1,300 CHF (on Thursday) or at 1,200 CHF (on Friday).

The WTFL has been taking place in a two-year cycle since 2009. hospitalityinside.com is once again a media partner this year. / kn