

WORLD
TOURISM
FORUM
LUCERNE

WORLD TOURISM FORUM LUCERNE

Where global leaders meet the next generation

PERSONAL INVITATION

Sustainability in tourism:
Challenges, pathways and intelligent business models

Lucerne, Switzerland, 13 - 15 April 2011

Europcar



SBB CFF FFS

Organised by:

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

CHALLENGE FOR GOVERNMENT

Costa Rica aims to become a more sustainable destination

WAR FOR TALENT

A main issue in tourism for Korn/Ferry and Kempinski

RESULTS OF NEW STUDY

Is there demand for sustainability in tourism?

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WELCOME

Future growth – growth with a future



Doris Leuthard
President of the Swiss Confederation,
Head of the Federal Department of
the Environment, Transport, Energy
and Communications

Tourism – among the most rapidly growing economic sectors worldwide – offers an equal measure of opportunities and risks. Opportunities, because a flourishing tourism industry brings prosperity to an economy. Risks, because uncontrolled growth will threaten the ecological and social balance. In other words, everyone can benefit from growth in tourism, provided a balance is struck between economic performance, environmental awareness and social responsibility.

Tourism, as a typical multi-disciplinary industry, interacts closely with other economic sectors. This means that a sustainable tourism industry can only achieve its aims by bringing together a variety of strengths and by involving business, academia and society. It also presents a challenge for politicians: they have to lay down the ground rules that make sustainable action possible and provide suitable guidelines and incentives. The Swiss government has therefore deliberately designed a growth strategy for Switzerland as a destination in which sustainability plays a crucial role.

What applies in my own country also applies in the rest of the world: Switzerland is a strong advocate for sustainable tourism at the multilateral level – in World Tourism Organization UNWTO and on the OECD Tourism Committee. Reducing air and noise pollution and CO₂ emissions, guaranteeing water quality and protecting the landscape are valuable goals for tourism planners and must be taken into account when expanding the infrastructure or range of services on offer. It is only through effective measures at the national level, an interdisciplinary and international exchange of knowledge, and a coordinated approach that we can benefit from unspoiled tourist destinations – both as tourism professionals and as guests.

This is where the second World Tourism Forum Lucerne can have an influence. It brings together leaders from all countries and economic sectors to discuss future challenges. It is my sincere wish that you all will find the inspiration and courage here to develop new approaches to these issues.

SUSTAINABILITY IN TOURISM: CHALLENGES, PATHWAYS AND INTELLIGENT BUSINESS MODELS

In an era of rapid change, travel and tourism businesses are constantly faced with new challenges regarding sustainability and the need for continued growth and prosperity. As a leading global platform for strategic thought and action, World Tourism Forum Lucerne invites CEOs from around the globe to examine emerging issues and opportunities for intelligent business models for the travel and tourism industry.

Challenges

Leading travel and tourism companies have recognised the importance of achieving sustainability and ensuring prosperity for all stakeholders and are proactively seeking new solutions to the wide-ranging challenges faced by the industry today. Find out how leading companies address the issue of sustainability and what this means for your business. Together with other board members, CEOs and experts from science, government and finance, you will have the opportunity to discuss the emerging trends and challenges of today.

The tourism market is evolving rapidly, and companies must respond to changing needs and expectations by adopting a more ethical and responsible perspective. Demand for sustainable tourism is thus becoming an increasingly important consideration. The findings of a new study by the Institute of Tourism at the Lucerne School of Business on the topic "Is there demand for sustainable tourism?" will be presented at the Forum for the first time.

Pathways

Global issues such as climate change, market competition, changing consumer behaviour, new technology and many other trends are already having a far-reaching impact on the travel and tourism industry worldwide. As investors are also concerned with the sustainable performance of businesses, there is an increasing focus on the opportunities and pathways that effectively meet these challenges. But what exactly are these pathways? What synergies exist between business performance and the benefits for stakeholders? And what are the risks involved? Find out all there is to learn from best practices by attending the Forum.

Intelligent business models

Forward thinking companies view sustainability as an opportunity to maximise profits, remain competitive and recognise the commercial value of delivering benefits to stakeholders. The third session at the World Tourism Forum Lucerne will focus on business strategies for delivering sustainable tourism as part of service excellence in an era of wise resource use and efficiency, rapidly evolving technologies and changing market conditions. The session will examine how the tourism industry could take steps collectively to deliver responsible, ethical and high-quality experiences as part of a new sustainability standard.



Prof Martin Barth
General Manager

World Tourism Forum Lucerne is an excellent platform for chairpersons and CEOs from the international travel and tourism industry. Attendance is by personal invitation only because networking, expertise and knowledge exchange always occur at the top level. The Forum also serves as the platform for interacting with young talents with a view to preparing the future generation of business leaders.

As a country with an outstanding public transport network and a wide range of premier tourist destinations, Switzerland is known worldwide for the excellence of its services. Come to Lucerne and be inspired to exchange opinions, acquire new strategic know-how and gain fresh insights on the successful, sustainable growth of your company.

PROGRAMME

Wednesday, 13 April 2011, 17.00 – 19.00

Opening session: Sustainable growth

Do growth and success inherently belong together, or is there “prosperity without growth”, as suggested by Tim Jackson? This session defines the framework for World Tourism Forum Lucerne 2011 by challenging the way we think about the future of tourism and what it really means to develop businesses successfully.

> Welcome

- Prof Martin Barth, General Manager World Tourism Forum Lucerne
- Adrian Finighan (moderator), financial journalist and world affairs specialist: BBC, CNN and Al Jazeera

> Keynote

Federal Councillor Johann N. Schneider-Ammann,
Head of the Federal Department of Economic Affairs (approached)

> Keynote: Growth and success

James Hogan, CEO, Etihad Airways

> Keynote: Prosperity without growth?

Prof Tim Jackson, UK Sustainable Development Commission

> Panel: Facing challenges to remain successful

James Hogan and Tim Jackson will welcome Hon. Marthinus Van Schalkwyk, Minister of Tourism, South Africa and Samih Sawiris, CEO and Chairman, Orascom Development Holding SA
Moderated by Adrian Finighan

19.30 – 23.00: Welcome cocktails followed by dinner for networking at Hotel Montana overlooking Lucerne. Special guest: Max Pfister, Cantonal Councillor of Lucerne
(bus transport)

Thursday, 14 April 2011, 08.30 – 12.15

Today's challenges

The travel and tourism industry relies on numerous complex interactions with natural and cultural resources. Intelligent tourism resource management is central to successful long-term development and calls for a strategic approach in order to ensure sustainable results. Find out how leading companies face the challenges and what it means for your business.

- > **Keynote: Balancing economic returns with environmental?**
David P. Scowsill, President and CEO World Travel & Tourism Council (WTTC)
- > **Keynote: Developments towards a responsible industry**
Stephen Farrant, Director, International Tourism Partnership
- > **Keynote: Sustainability as a business model**
Bruce Poon Tip, CEO, GAP Adventures
- > **World Café:** The attendees form small interdisciplinary groups in order to identify new issues, consider unusual perspectives and explore innovative solutions.

12.30 – 14.00: Lunch at Hotel Seeburg, Lucerne
(on foot or by electric bike)

Thursday, 14 April 2011, 14.00 – 18.15

New pathways to change

Trend studies on the future of travel and tourism have identified a steep rise in demand for environmentally responsible products. Because investors are also concerned with sustainable performance of businesses, there is an increasing focus on new opportunities and pathways for businesses to effectively meet these challenges. But what exactly are these pathways? Discover all there is to learn from best practices by attending this session.

- > **Presentation: Is there demand for sustainable tourism?**
Dr Roger Wehrli, Head of Research of the Institut of Tourism,
Lucerne University of Applied Sciences and Arts
- > **Keynote: Business travel management on its way to a more sustainable industry**
Patrick W. Diemer, Managing Director & Chairman, AirPlus International
- > **Keynote: Gap and trade: A green economy initiative for education and development**
Prof Geoffrey Lipman, Director, greenearth.travel and Advisor to
Secretary General UNWTO

- > Parallel breakout sessions 1 - 7 with expert opinions, best practices and discussions, moderated by professors from our partner universities:

Breakout session 1: Sustainability in destinations: Who pays for it?

- Carlos R. Benavides, Minister of Tourism Politics, Costa Rica
- Ernst A. Brugger, Professor Dr, CEO, BHP-Brugger and Partners Ltd.

Breakout session 2: Local heritage: A potential to sustainable tourism?

- Potjana Suansri, Director, The Thailand Community-Based Tourism Institute (CBT-I)
- Klaus Lengefeld, Senior Advisor Sustainable Tourism, Deutsche Gesellschaft für technische Zusammenarbeit (GZT) GmbH
- Achilles V. Constantakopoulos, Managing Director, T.E.MES. SA

Breakout session 3: Labelling and willingness to pay for sustainability

- Dr Christian Baumgartner, Secretary General, Naturefriends International
- Peter Rothwell, CEO, Kuoni Travel Holding Ltd.
- Prof Dr Ercan Turk, University of South Carolina

Breakout session 4: Visions and concepts for a sustainable mobility

- Kati Ihämäki, Vice President Sustainable Development, Finnair
- Wolfgang Müller-Pietralla, Head of Future Affairs, Volkswagen

Breakout session 5: CO2 : Do your best and compensate the rest

- René Estermann, CEO, myclimate
- Paul Steele, Director Aviation Environment, IATA
- Olivier Jankovec, Director General, ACI Europe

Breakout session 6: The war for talent

- Reto Wittwer, President & CEO, Kempinski Hotels
- James Hyde, Senior Client Partner, Korn/Ferry London
- Charles Donkor, Partner PricewaterhouseCoopers AG

Breakout session 7: On the way to a sustainable hospitality

- Alex Rawson, Vice President Talent Development & Sustainability, Mövenpick Hotels & Resorts
- Dr Wilhelm Bauer, Managing Director, Fraunhofer IAO

- > **Insight: Small steps towards real sustainability**

Louis Palmer, environmental adventurer, Initiator & Director, ZERO EMISSIONS Race

- > **Summary and outlook**

Pfuschi, cartoonist

19.30 – 23.30: Cocktails and gala dinner at Hotel Palace, Lucerne (bus transport). Talent Management Award (hosted by Lucerne University of Applied Sciences and Arts and Kempinski) and musical highlights by David Pia and Benjamin Engeli, young artists from Lucerne Festival

Friday, 15 April 2011, 08.30 – 13.15

Intelligent business models

At World Tourism Forum Lucerne we believe that sustainability not only requires businesses today to make an extra effort but that it offers great opportunities for developing new ideas. This session will offer insights on how ideas can pave the way for new business models.

> **Keynote: Fast future**

Rohit Talwar, CEO, Fast Future

> **Keynote: What can we learn from other industries?**

Representative of another industry

> **Insights on future business models**

Thea Chiesa, Head of Aviation, Travel and Tourism Industry,
World Economic Forum (WEF)

> **Workshops on future business models, moderated by industry experts**

- Thea Chiesa, Head of Aviation, Travel and Tourism Industry,
World Economic Forum (WEF)
- Prof Geoffrey Lipman, Assistant Secretary-General, World Tourism Organisation
(UNWTO)
- Christopher Rodrigues, Chairman, VisitBritain
- Rohit Talwar, CEO, Fast Future

> **Keynote: Sustainability -> Identity -> Branding**

Klaus-Dieter Koch, Managing Partner, Brand: Trust GmbH

> **Summary and farewell**

Prof Martin Barth and Adrian Finighan

13.15 – 14.30: Farewell lunch at Swiss Museum of Transport.
Start of the optional programme

Version of February 2011. See www.wtflucerne.org for an updated programme.

Since attendance is limited, early registration for the Forum is highly recommended.

Registration at www.wtflucerne.org/registration

TESTIMONIALS

Tim Jackson
UK Sustainable Development Commission
Keynote speaker



“Economic growth is supposed to deliver rising prosperity. Higher incomes increase wellbeing and lead to prosperity for all. But the conventional formula is failing. The ecological and social consequences of unfettered growth are devastating. Climate change threatens long-term wellbeing. Resource scarcities undermine the basis for future prosperity. Therefore I engage in a critical re-examination of the economic structure and social logic of consumerism.”

Potjana Suansri
Director, The Thailand Community-Based Tourism Institute (CBT-I)
Expert breakout session



“Community-based tourism can be used as a tool to develop the skills and knowledge of local people and contribute towards community development and sustainable resource management. My presentation at the Forum will show how successful such a programme can be for local operators, their guests and marketing intermediaries.”

Thea Chiesa
Head of Aviation, Travel and Tourism Industry, World Economic Forum (WEF)
Keynote speaker



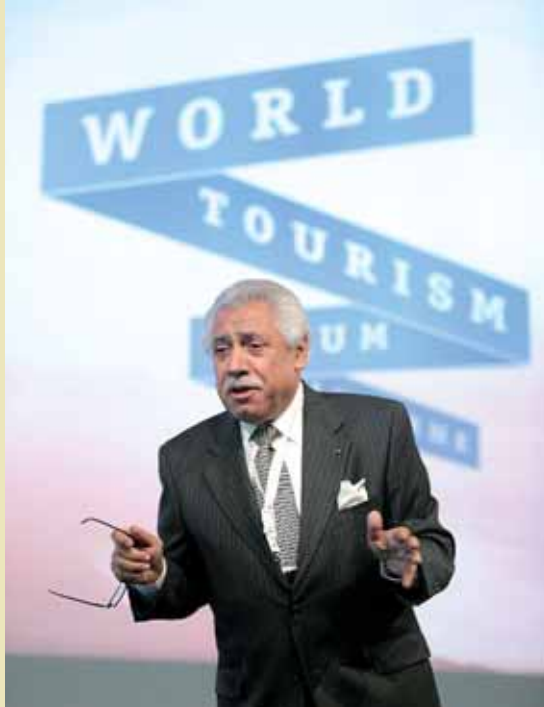
“With the global economic turmoil slowly coming to an end, the travel & tourism industry is poised for a solid recovery, driven for the most part for the surging demand of a growing middle class in the emerging markets and china. With these new customers, the challenge of a sustainable growth will become an even more pressing issue. If the industry is to achieve high rates of growth, it will require a transformation in strategy, operating and business models.”

Adrian Finighan
Financial journalist and world affairs specialist: BBC, CNN and Al Jazeera
Host and moderator of the Forum



“A worldwide platform on CEO level to discuss the challenges in travel and tourism of tomorrow: what an opportunity!”

FORUM IMPRESSIONS 2009



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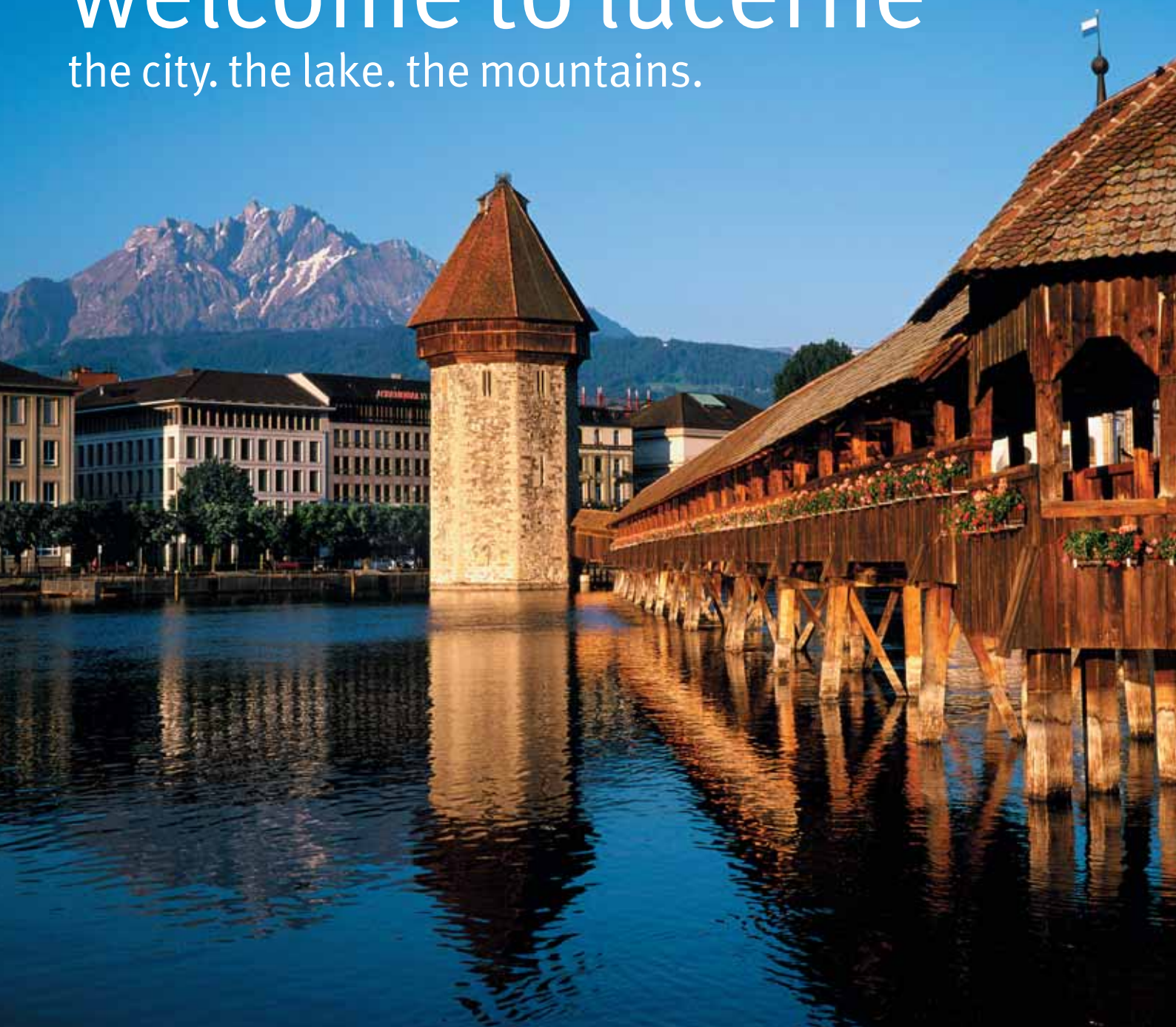
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welcome to lucerne

the city. the lake. the mountains.



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THE ART SCIENCE OF TALENT

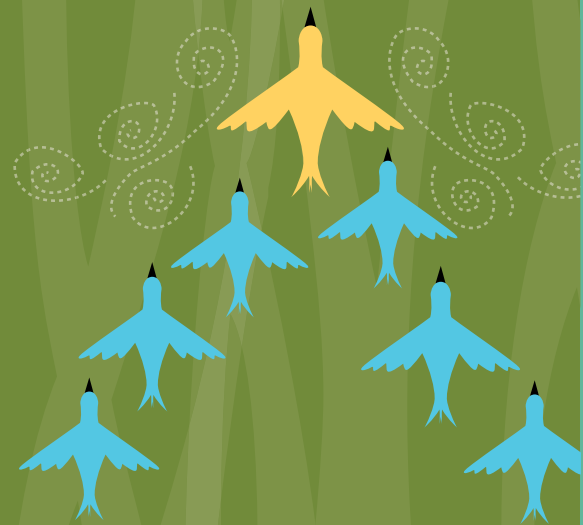
With more than 40 years of experience in executive recruitment, Korn/Ferry understands that attracting top talent to your organization is only the first step to long-term human capital success.

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OUR OFFICIAL REPRESENTATIVES

World Tourism Forum Lucerne continues to expand its international network of official representatives in order to be more accessible and responsive to prospective participants. While representatives have already been appointed in China, India and Malaysia, discussions are underway in Japan, Singapore and other countries.

For China

THE CONNOISSEUR'S COLLECTION
CHINA LUXURY TRAVEL NETWORK



China Luxury Travel Network is a by-invitation-only alliance of luxury travel providers, and is the very first of its kind. CLTN's members include premium hotels and resorts, travel operators, special event venues, activity planners and transportation suppliers.

By unifying the very best in hospitality and destination management services, CLTN provides individuals and group organizers with a one-stop-shop for luxury travel services in China. CLTN's online marketplace is dedicated to empowering overseas operators and agencies with the tools to tailor-make their China tours with the very best services available.

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For India

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TALENT MANAGEMENT

World Tourism Forum Lucerne is committed to talent management, an important future challenge.



> **Next Generation** – reaching out to tomorrow’s leaders in tourism

- Seize the opportunity to mentor a young leader in your company by attending the Forum together.
- Establish first-class business contacts for the next generation and your company while opening doors for tomorrow’s leaders.
- Share your business experience and knowledge with future leaders in a different setting.

You and your mentee can sign up on our website at www.wtflucerne.org/registration

> **Young Talents** – selecting the best young tourism researchers

The Young Talents Programme is unique in that six outstanding students from our partner schools from around the world have the opportunity to attend World Tourism Forum Lucerne.

All participants will:

- Be selected based on their research paper on the Forum topic
- Play an active role in the Forum and have the opportunity to launch their career
- Have a chance to meet with managers from around the world and develop their personal network

The best research paper will be recognised and presented at the Forum.

> **Most Dedicated Company** – meeting the challenge for trainee programmes

An analysis and evaluation of outstanding and innovative trainee programmes from around the world that develop the recognised future leaders of a company.

This programme will:

- Analyse each training programme based on clearly defined criteria
- Identify the company that best develops its young employees
- Recognise the most innovative company with an award at the Forum

If your company has an extraordinary talent development programme, please contact us by 30 January 2011.

Talent Management at the Forum 2009



1



2



3



4

- > 1. Mario Lütolf (Managing Director, Swiss Tourism Federation) shares his business experience with his mentee, a student at Lucerne University of Applied Sciences and Arts.
- > 2. An international student explains the most important findings of his research studies to interested participants.
- > 3. Networking at the gala dinner at Hotel Gütsch.
- > 4. Students at The Hong Kong Polytechnic University discuss future challenges during the World Café.

Partner schools of the Young Talents Programme

Lucerne University of
Applied Sciences and Arts

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Sustainability and the Forum

Sustainability is of primary importance to the organisers of World Tourism Forum Lucerne. To this end, the Forum seeks to collaborate with local stakeholders wherever possible. Furthermore, the organisers have developed a sustainability concept, which is posted on the Forum's website.

The Forum 2011 will compensate all CO₂ emissions, thanks to the commitment of Air-Plus International, Farnek Avireal, Kuoni and myclimate.

You too can contribute to reducing the environmental impact of the Forum, and we are counting on the support and goodwill of all participants.

Thank you for your help.

Prof Martin Barth, General Manager



© myclimate – The Climate Protection Partnership

KEY INFORMATION

> Date/duration

- Start: Wednesday, 13 April 2011, 17.00
- End: Friday, 15 April 2011, 13.10

> Participants

CEOs and chairpersons in the tourism, travel and hospitality industries, leaders and experts from science, government and the finance sector as well as representatives from the Next Generation (see page 19). Attendance is by personal invitation only. Transfers of personal invitations must be agreed with the organiser.

> Number of attendees

Limited

> Location

Swiss Museum of Transport, Lucerne

> Conference language

English

> Participation fee

- CHF 1,950 (including VAT).
- CHF 950 (including VAT) for the Next Generation programme (when accompanied by a CEO)
- This includes: Forum participation, preparatory information, documentation, meals from Wednesday night until Friday noon, free use of the entire Swiss public transport system, transport between the hotel and the Forum venue.

> Transport

Fly to Switzerland with Swiss International Air Lines, our official carrier. Zurich Airport is located only one hour from Lucerne. Once in Switzerland, we recommend you use Swiss Federal Railways, our official land transport partner.

> Dress code

Business

> Registration and booking for hotel and flight

Online at www.wtflucerne.org/registration

> Closing date

15 March 2011

> Cancellation policy

Cancellations received by 28 February 2011 will be fully refunded, less an administration fee of CHF 200. No refunds for cancellations after this date.

OPTIONAL PROGRAMME (free of charge for all participants)

15 April 2011 (Friday afternoon)



> **Option 1: Biketec AG, leading e-bike manufacturer**
Electric mobility is expected to contribute significantly to a more sustainable form of mobility in the future. One of the most important manufacturers of e-bikes in the world is Biketec AG, located near Lucerne. We will visit its new factory and test the bikes during a low-impact ride along a scenic route.

or



> **Option 2: The UNESCO Biosphere in Entlebuch**
The Entlebuch region is located in the hilly region of the western part of Canton Lucerne, often referred to as "The Wild West of Lucerne" on account of its well preserved traditions and lifestyles. The UNESCO Biosphere Entlebuch is Switzerland's first and only model region for sustainable development. Numerous projects in tourism, agriculture, manufacturing and handcrafts ensure that economic development takes place in harmony with nature and society.

15 April 2011 (Friday evening)



> **Lucerne Festival**
Lucerne Festival is certainly Lucerne's most traditional and prestigious event and an absolute must for classical music lovers. Since its beginning in 1938, leading orchestras and soloists from around the world have been coming to Lucerne to perform classical and contemporary music for an international audience. The Easter Festival offers you the unique opportunity to attend an outstanding symphony concert.

16 April 2011 (Saturday)



> **Option 1: Skiing on Mount Titlis**
Mount Titlis is part of the Engelberg Titlis region, central Switzerland's biggest skiing area. The "Top of Central Switzerland" is famous for its spectacular views and great skiing, even late into spring. We will provide you with all the equipment you need, and an experienced instructor will be there for you throughout the day.

or



> **Option 2: Berne, Capital of Switzerland**
Switzerland is proud of its exquisite capital Berne, which has been a UNESCO World Cultural Heritage site since 1983. You can join a guided tour through the medieval old town, enjoy the magnificent views of the Alps and visit the world famous bear park. Finally, be sure to visit the House of Parliament, the very heart of tradition and Swiss democracy.

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Sustainability Partners



Artistic Partner



Media Partners



Co-Media Partner



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For China: China Luxury Travel Network (CLT) / For India: MARWAS AG (Swiss-Indian Business Bridges) / For Malaysia: Suffian Malik, Advisor Pin Sing Travel

Organised by: Lucerne University of Applied Sciences and Arts

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