

The logo for the World Tourism Forum Lucerne is displayed in the top right corner. It consists of four blue, ribbon-like banners stacked vertically, each containing a word in white, uppercase letters: 'WORLD', 'TOURISM', 'FORUM', and 'LUCERNE'.

WORLD
TOURISM
FORUM
LUCERNE

WORLD TOURISM FORUM LUCERNE

Where global leaders meet the next generation

SUMMARY AND IMPRESSIONS 2011

Sustainability in tourism:
Challenges, pathways and intelligent business models

The Europcar logo features the brand name in white, italicized, sans-serif font on a green rectangular background.

Europcar

The SBB CFF FFS logo features a red square with a white double-headed arrow symbol, followed by the text 'SBB CFF FFS' in white, bold, sans-serif font on a red rectangular background.

 SBB CFF FFS

FINAL SUMMARY

This April, 230 leaders from around the world gathered at the second World Tourism Forum Lucerne to examine in detail the topic of sustainability in the tourism industry. Based on the numerous examples presented during the Forum it is clear that sustainability already now offers many promising opportunities for businesses in the tourism sector.

Two renowned speakers started off the World Tourism Forum Lucerne: James Hogan (CEO of Etihad Airways) presented his experience of managing an extremely dynamic growth process. His speech was followed in direct contrast by Prof Tim Jackson (U.K. Sustainable Development Commission), who put forward that a rewarding life does not solely depend on economic growth in his presentation titled "Prosperity without Growth?". The challenge the industry faces of pursuing growth and efficiency on the one hand and providing authentic and personal experiences with a minimum of resources on the other led to further discussions during the following days.

Dynamic plenary discussions, breakout sessions, workshops, and the World Café provided ample opportunity for presenting numerous examples on the successful use of sustainability as a business concept in this field. An Indian hotel chain owner is committed to turning rundown palaces into hotels, a Canadian tour operator requires all of its product components to be produced sustainably, and entire countries are starting to adapt sustainability in their visions for managing destinations. Whereas the executives surveyed at the Forum indicated that sustainability is not yet of strategic importance to many leading providers, they also agreed that educating and motivating buyers to commit themselves to this issue will be a critical success factor for making the industry more sustainable.

A study that Lucerne University of Applied Sciences and Arts conducted for World Tourism Forum Lucerne showed that buyers are generally unwilling to pay for sustainable tourism products. Instead, they increasingly expect their products to be already sustainable. In other words, sustainability is expected to be built into the product rather than offered as a separate feature. All companies along the tourism value chain will therefore need to fully integrate sustainability aspects into their product design, which will mean a considerable investment. While technology may be part of the solution, it won't be enough to transform the industry as a whole. Instead, the decisive factors for bringing about change will involve boosting cooperation throughout the industry and obtaining effective government incentives.

World Tourism Forum Lucerne again showed its key role as a platform for helping the industry leaders to further develop their strategy. To bring about a change in perspectives and to generate really new ideas and business models is only possible by engaging in intense discussions across disciplines. The Forum also proved to be a first-rate venue for maintaining existing friendships and forging new business contacts. For example, the tourism minister of the Maldives and the CEO of myclimate signed a contract for climate neutral holidays in the Maldives. The World Tourism Forum Lucerne wants to make it known that it is seriously committed to walking the talk, and it therefore compensated all greenhouse gas emissions incurred from the event.

Besides sustainability, the tourism industry faces the crucial challenge of attracting sufficiently well qualified and motivated employees. With its talent management concept, World Tourism Forum Lucerne is the first organisation of its kind to take a step in this strategic direction by offering the best students of its worldwide network of partner universities the possibility to submit a paper on sustainability. The seven winners of the contest were invited to Lucerne, where they could benefit from the unique concentration of management issues under discussion and make new contacts. In addition, many CEOs invited their company's most promising talent to accompany them to Lucerne.

The refreshing exchange of ideas was inspiring to participants, and in particular to young talents, some of whom already now are working for the contacts they made while in Lucerne. For companies in the tourism sector, employees with first-rate training and a strong awareness for service quality are the key to success. At the same time, the sector faces stiff competition when it comes to recruiting, promoting and retaining its best young staff. This makes it all the more important to offer new incentives such as the Young Talent programme to ensure that tourism remains an attractive career choice.

The second successful event established World Tourism Forum Lucerne as the tourism sector's think tank and as the leading platform for discussing strategic issues and exchanging ideas directly in person. Managers now face the challenge of integrating these ideas when designing and marketing their products.



1. Hon. Marthinus Van Schalkwyk (Minister of Tourism South Africa) facing challenges of sustainability
2. Stephanie Draper (Forum for the Future) moderating a workshop on future business models
3. Adrian Finighan (BBC, CNN, Al Jazeera) guiding through the forum
4. Bruce Poon Tip (Gap Adventures) explaining his latest project to Indraa Bold (Mongolian National Tourism Organization)
5. Reto Wittwer, Duncan O'Rourke, Henrike Gosemann (Kempinski Hotels) with Christine Herzer (WTFL)
6. Results of the World Café
7. Prof. Martin Barth (WTFL) welcoming guests from 30 countries
8. The award winning young talents surrounded by the talent management partners
9. Klaus-Dieter Koch (Brand:Trust) explaining the relation between branding and sustainability in tourism
10. Christopher Rodrigues (VisitBritain) drawing conclusions in one of the workshop groups
11. Cartoon by Pfuschi
12. Olivier Jankovec (ACI Europe), Vijai Poonoosamy (Etihad Airways), Adelbert Bütler (Lucerne Tourism) and Hans Koch (KKL Luzern Management) during a networking break
13. Wolfgang Müller-Pietralla (Volkswagen) in the solar taxi
14. Panel discussion on "sustainability and the emerging markets"
15. Volker Huber (AirPlus) discussing the "War for Talent" in a breakout session
16. Cartoon by Pfuschi
17. Food for thoughts – summary as a mind map



1



2



verkehrshaus.ch





4



5



6



7



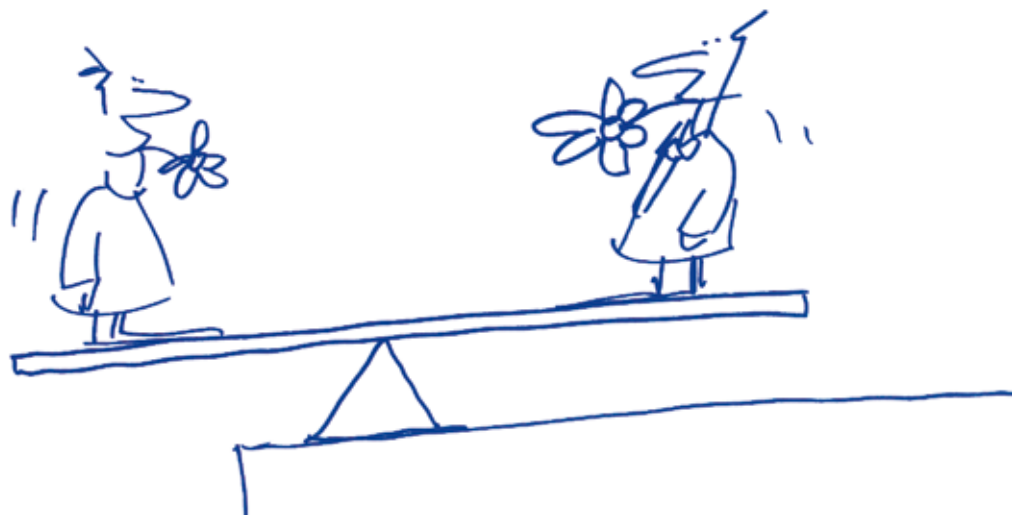
8



9



THE BALANCE BETWEEN SUSTAINABILITY GROWTH



11



12



13



14



15

INFORM CUSTOMERS OF THE
IMPACT OF CLIMATE CHANGE



16



[GET INSIDE THE HEAD OF YOUR CUSTOMER!]

BIGGER = BETTER?

"IN THE END, IT IS NOT THE FASTEST OR THE STRONGEST WHO WILL SURVIVE, IT'S THOSE WHO ARE MOST ABLE TO ADAPT!"

PROSPERITY WITHOUT GROWTH?

OPTING IN OPTING OUT

SUSTAINABILITY IN TOURISM: CHALLENGES, PATHWAYS AND INTELLIGENT BUSINESS MODELS



MARKETING CAN BE BOUGHT BRANDS MUST BE EARNED

- TRADE INVESTMENT DEVELOPMENT JOBS
- UNDERSTANDING INFRASTRUCTURE

SMART TRAVEL

- CLEAN
- GREEN
- ETHICAL
- QUALITY

CLASSIC TRAVEL

- GOOD
- MARKET
- PROMOTE
- SUSTAIN

RESPONSIBLE LEADERSHIP

RESPONSIBLE TOURISM

ENVIRONMENT LOCAL PEOPLE

CHALLENGES ROUTES TO CHANGE

SUSTAINABILITY AS A BASIS FOR

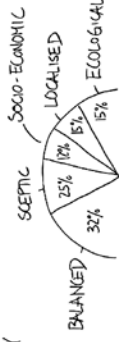
TRAVEL MANAGERS SUSTAINABILITY MANAGERS

TECHNOLOGY MARKETS CONTEXTS

FUTURE OF SUSTAINABILITY

BHUTAN: GDP → GNI

GROSS NATIONAL HAPPINESS



BRAND HOTELS WHITE LABEL SOLUTIONS COVER 1-5 PRE- AND POST TRIP SHOPPING OWNERSHIP → SERVICE PERSONALISE

FUTURE OF HOSPITALITY

WHAT PARTICIPANTS SAY ABOUT THE 2ND WORLD TOURISM FORUM LUCERNE

“Great opportunity to meet, discuss, network and connect with global decision markers! As an event for young talents/next generation it definitely meets its slogan ‘where global leaders meet the next generation’.”

Armin Czapla – Corporate Strategy, AirPlus International (Germany)

“Educate yourself, your company and others.”

Hugh Best – Product Manager Travel & Tourism, International Air Transport Association (IATA) (Canada)

“Special opportunity to be in touch with new ideas and solutions for the T&T industry – great networking.”

Jeanine Pires – Minister Special Advisor for Rio 2016 Olympic and Paralympic Games (Brazil)

“A very impressive list of speakers and participants with very insightful knowledge and takeaways.”

Jennifer Ho – Business Director Travel + Leisure China, Shanghai Moisson Media Advertising Co Ltd (China)

“This was an amazing opportunity to network and meet leaders in the industry. The whole event was incredibly attractive and well organised.”

Lina Preuss – Awarded Young Talent, University of Queensland (Australia)

“My general impression is that the forum presented cutting edge ideas on sustainable business models. A very enriching experience, dotted with many inspiring keynote speeches.”

Mariyam Zulfia – Minister of Tourism, Arts and Culture (Republic of Maldives)

“Highly valuable opportunity to bring together world leaders in the industry to address key challenges and opportunities for our industry.”

Paul Steele – Director Aviation Environment, International Air Transport Association (IATA) (Switzerland)

“As a part of the Next Generation I cannot imagine a better forum to gain deep insight into the industry than this one.”

Manuel Junck – Junior Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Germany)

“Just the right participation in numbers and quality to ensure focus and interaction!”

Rakesh Mathur – CEO WelcomHeritage Hotels (India)

WORLD TOURISM FORUM LUCERNE 2011

www.wtflucerne.org

Presenting Partners

Europcar

SBB CFF FFS

Premium Sponsors

BUCHERER
For life's most precious moments. Since 1888.

Hotelplan GROUP

KUONI
... 1906

Hosts: City and Canton of Lucerne
LUZERN
FACEBUE
THE CITY. THE LAKE. THE MOUNTAINS.

Forum Sponsors

ETIHAD
AIRWAYS

IMI
University Centre

pwc

verkehrshaus.ch

VOLKSWAGEN
AKTIENGESELLSCHAFT

Official Suppliers

- Biketec AG
- Hotel Palace, Lucerne
- The cantons of Uri, Schwyz, Nidwalden, Obwalden and Lucerne

Official Carrier

swiss Swiss International Air Lines

Initiators

Tourism Forum Lucerne, Lucerne Hotels, Lucerne Events

Talent Management Partners

BUCHERER
For life's most precious moments. Since 1888.

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN

Kempinski
HOTELIERS SINCE 1897

KORN/FERRY INTERNATIONAL
THE ART. THE SCIENCE OF TALENT

Partner Schools

The Hong Kong Polytechnic University, China/University of Queensland, Australia/University of Waterloo, Canada/University of Brighton, United Kingdom/Ecole hôtelière de Lausanne, Switzerland

Sustainability Partners

AirPlus
INTERNATIONAL

FARNEK avi|deal
Total Facilities Management

LUCERNE FESTIVAL

KUONI
... 1906

myclimate
Protect our planet

Media Partners

FT
FINANCIAL TIMES

Handelszeitung

Co-Media Partner

hospitality INSIDE
WORLD OF HOSPITALITY INFORMATION

Organised by:
Lucerne University of Applied Sciences and Arts

HOCHSCHULE LUZERN