



Media release

World Tourism Forum Lucerne: Environmental and social sustainability, thanks to promotion of young talent

World Tourism Forum Lucerne is scheduled to take place for the second time at the Swiss Museum of Transport in Lucerne from 13-15 April 2011. With its select group of participants and renowned speakers from the international tourism scene, the Forum offers CEOs as well as young talents a unique opportunity to discuss the very latest global developments and challenges affecting the industry and to further expand their network of contacts.

Lucerne, 11 November 2010 – Tourism, the world's largest and fastest growing industry, is facing major challenges. Besides meeting its business needs, it also must live up to its environmental and social responsibilities in order to maintain its image. The industry therefore depends on highly trained young talents to help it live up to these challenges. World Tourism Forum Lucerne takes its responsibility seriously and has dedicated a main component of its programme to talent management. "The war for talent will also be fought within the tourism industry", says Martin Barth, General Manager and organiser of the Forum.

For these reasons, young talents from the industry will play an active role and participate in networking sessions with high ranking tourism experts from around the world who will gather at the Swiss Museum of Transport to discuss the topic of sustainability in tourism on 13-15 April 2011.

CEOs with young talents, partner schools and awards

As part of the Next Generation concept, all participating CEOs will have the opportunity to join the Forum in the company of the most promising junior members of their company. The Young Talents programme allows a young person to qualify from one of the six partner schools: Lucerne University of Applied Sciences and Arts, Ecole hôtelière de Lausanne in Switzerland; University of Brighton in the UK; University of Waterloo in Canada; The University of Queensland in Australia; and The Hong Kong Polytechnic University in China. Furthermore, World Tourism Forum Lucerne will recognise the company with the best entrepreneurial concept with an award.

Talent management: companies are getting involved

Internationally recognised companies will support the promotion of young talent at the Forum. "Having young talents participate in this renowned venue and forge valuable contacts is good for the industry as a whole" says Reto Wittwer, President & CEO of Kempinski Hotels. And according to Professor Xaver Büeler, Rector of Lucerne School of Business, "the Forum provides an excellent platform for discussions between CEOs and students, making it ideal for connecting theory with the applied field". He also believes that it is extremely important for young talents to be given the opportunity to participate in such events and to expand their networks. Korn/Ferry International, the third talent management partner, will conduct a survey of 200 companies on the topic of talent management in tourism in advance and present the findings at the Forum. The concept focuses not only on recruitment methods, but is primarily dedicated to discovering ways of fostering and retaining talented young staff within companies. Bernard Zen-Ruffinen, President of EMEA at Korn/Ferry International explains: "our experience has shown that steady support and promotion of talent across all sectors is an important success factor, whereby those companies that approach Talent Management holistically will gain a decisive competitive advantage".



Media release

About World Tourism Forum Lucerne

As an interdisciplinary platform, World Tourism Forum Lucerne offers decision makers in business, government, science and finance an overview of the current topics and trends in the tourism industry. It is the only international platform in which leading decision makers and promising young talents in the industry have the opportunity to interact as part of the Next Generation programme. World Tourism Forum Lucerne relies on the support of an international advisory council whose members include Samih Sawiris (Chairman & CEO Orascom Development Holding AG), Thea Chiesa (Head of Aviation, Travel and Tourism World Economic Forum), Andreas Meyer (CEO of Swiss Federal Railways), Sir David Michels (Deputy Chairman Marks & Spencer, former CEO of Hilton Group) and Geoffrey Lipman (Special Advisor to the Secretary General of UNWTO, Director of greenearth.travel). The Forum will be held for the second time at the Swiss Museum of Transport in Lucerne in 2011. The event is being organised by Lucerne University of Applied Sciences and Arts. Participation is limited to 250 persons and by invitation only. For more information, visit: www.wtflucerne.org.

Contact:

World Tourism Forum Lucerne

Prof Martin Barth

T: +41 (0) 41 228 99 80

martin.barth@wtflucerne.org

Media office:

Primus Communications

Sabine Biedermann & Vanessa Bay

T: +41 (0) 44 387 57 37

sabine.biedermann@primuscommunications.ch

vanessa.bay@primuscommunications.ch