



Prof Dr Juerg Stettler
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Juerg studied business administration and political economy at the University of Berne. He joined the Research Institute for Leisure and Tourism at the University of Berne as an Assistant after graduation in 1992. After being promoted to Senior Assistant Juerg did his doctorate with a thesis entitled "Sport and Mobility".

In 1999 Juerg became head of the Institute of Tourism, Lucerne University of Applied Sciences and Arts. Due to his background and interest in research Juerg was elected Research Director at the Lucerne University of Applied Sciences and Arts where he coordinates the research activities of all involved institutes. Since 2005 Juerg is also Vice Director of the Lucerne University of Applied Sciences and became Chairman of the Board of Directors of Saastal Marketing corporation in 2014.

Juerg has long term expert knowledge solving complex problem statements from a strategic and interdisciplinary perspective. His core areas are tourism with a focus on impact studies, destinations management, sustainable development as well as sport tourism. He has specialized in evaluations, effect and sustainability analysis as well as qualitative and quantitative empirical studies.

Some of the projects he was involved in the past years include the analysis of the sustainable effect of the UEFA EURO 2008 in Switzerland, the expert monitoring of the working group in sustainability, innovation and legacy of the FIS Alpine World Ski Championships 2017 in St. Moritz, Switzerland. Juerg designed together with research partners a comprehensive management tool for the sustainable development of certain touristic destinations.