



PROGRAMME / INFORMATION

WORLD TOURISM FORUM LUCERNE 2019 2 – 3 MAY 2019

Human Capital in an Age of Disruption: Talent, Innovation & Diversity

Guest Destination



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Please check these websites for detailed information:

Programme:



Speakers:



Parallel Sessions:



PROGRAMME THURSDAY

2 May 2019, 13.45 – 22.30

11.30 Registration open

12.00 **WELCOME LUNCH**

INNOVATION

13.45 **WELCOME** **Disruption matters to every business**

- Urs Gredig Broadcast Journalist (Moderator)
- Caroline Mutoko Group CMO and General Manager Digital, Radio Africa (Moderator)
- Martin Barth President & CEO World Tourism Forum Lucerne

13.55 **KEYNOTE** **Managing innovation in the digital revolution**

Karolin Frankenberger Director of the Institute of Management & Strategy, University of St. Gallen

14.15 **PITCH** **Start-Up Winner Category Transaction**

14.30 **PANEL** **Disruption: a constant driver for change**

- HE Rania Al-Mashat Minister of Tourism, Arab Republic of Egypt
- Karolin Frankenberger Director of the Institute of Management & Strategy, University of St. Gallen
- Svend Leirvaag Vice President Industry Affairs, Amadeus IT Group
- Andreas G. Schmid Entrepreneur, Chairman Helvetica Capital and Zurich Airport, Board Member Radisson Hospitality
- Michael Ros COO / Co-founder Bidroom, WTFL Start-Up Winner 2017

Moderated by Urs Gredig

15.10 **PITCH** **Start-Up Winner Category Hospitality**

15.20 **INSPIRATION** **Ras Al Khaimah: a young destination rooted in history**

Haitham Mattar CEO Ras Al Khaimah Tourism Development Authority

15.45 **NETWORKING BREAK**

PROGRAMME THURSDAY

16.25-17.15	PARALLEL SESSIONS	Workshops, CreaLabs, Masterclasses and Showcases See the detailed programme at the end of this brochure.
17.25	PANEL/VIDEO	The Next Generation Leaders' view of digitalisation – Isabelle Hen-Wollmarker Head of Red Bull Media World – Hester Bosma Senior Project Manager, EY/etventure Moderated by Caroline Mutoko
17.40	INTERVIEW	The secret of learning from other industries Jean-Claude Biver Chairman of LVMH, Hublot and Zenith Moderated by Urs Gredig
17.55	VIDEO	Our Young Talents
18.00	OUTLOOK	The WTFL Innovation Agenda Martin Barth President & CEO World Tourism Forum Lucerne Moderated by Urs Gredig
18.05	DELIBERATION	Sri Lanka – Call for Unity and Solidarity – HE Harin Fernando Cabinet Minister for Telecommunication, Employment and Sports, Government of Sri Lanka (video) – HE Rania Al-Mashat Minister of Tourism, Arab Republic of Egypt – Gloria Guevara Manzo President & CEO WTTC – NN Moderated by Aradhana Khowala World Tourism Forum Lucerne
18.20	NETWORKING	Urs Gredig, Caroline Mutoko and Ros Atkins Presenter & Creator Outside Source, BBC News
18.30	TRANSFER	Shuttle Service from KKL to Schweizerische Hotelfachschule Luzern (SHL)
19.15	COCKTAIL DINNER - Hosted by Ras Al Khaimah Featuring Young Talent Award Location: Schweizerische Hotelfachschule Luzern (SHL)	

PROGRAMME FRIDAY

3 May 2019, 08.30 – 17.30

07.45 COFFEE AND PASTRIES FOR NETWORKING

TALENT

08.30 WELCOME BACK Urs Gredig, Caroline Mutoko, Marius Disler Tourism by tomorrow and Ros Atkins

08.40 KEYNOTE **Talent for a disruptive industry**
Kate Walsh Dean of School of Hotel Administration, Cornell University

09.10 PITCH **Start-Up Winner Category Destination**

09.25 PARALLEL SESSIONS **Workshops, CreaLabs, Masterclasses and Showcases**
See the detailed programme at the end of this brochure.

10.15 NETWORKING BREAK

10.55 PITCH **Start-Up Winner Category Mobility**

11.05 PANEL **The best talents for the best industry**

- HE Maitha Saif Majid Al-Mahrouqi Undersecretary Ministry of Tourism Oman
- Puneet Chhatwal MD & CEO The Indian Hotels Company Limited
- Brett Tollman Chief Executive, The Travel Corporation
- Simon Lloyd Dean of Faculty of Hospitality and Sustainable Tourism, Botho University, Botswana

Moderated by [Urs Gredig](#)

11.45 PITCH **Start-Up Winner Category Impact**

11.55 CEREMONY **Tourism Star Award**

- Reto Wittwer Chairman World Tourism Forum Lucerne
- Haitham Mattar CEO Ras Al Khaimah Tourism Development Authority

Moderated by [Caroline Mutoko](#)

PROGRAMME FRIDAY

12.10	OUTLOOK	The WTFL-WTTC Talent Agenda <ul style="list-style-type: none">– Reto Wittwer Chairman World Tourism Forum Lucerne– Gloria Guevara Manzo President & CEO WTTC Moderated by Urs Gredig
12.20	INSIGHT	Canton of Schwyz: innovative tradition <ul style="list-style-type: none">– Franz-Xaver Strüby Chairman Schwyz Tourism– Nadja Räss Yodeller and Willi Valotti Musician
12.35	LUNCH BREAK - Hosted by Canton of Schwyz	
DIVERSITY		
13.50	WELCOME BACK	Urs Gredig, Caroline Mutoko, René Zeier Head of the Start-Up Programme Smart-Up and Ros Atkins
13.55	KEYNOTE	Diversity & Inclusion – are we really on Board? Musimbi Kanyoro President & CEO Global Fund for Women
14.10	PANEL	Turning up the heat on Diversity & Inclusion <ul style="list-style-type: none">– Maud Bailly Chief Digital and Diversity Officer Accor– Brett Heising Founder Brettapproved– Musimbi Kanyoro President & CEO Global Fund for Women– David Pearson Director, Global Inclusion & Diversity KPMG Moderated by Aradhana Khowala World Tourism Forum Lucerne
14.55	OUTLOOK	The WTFL Diversity Agenda Aradhana Khowala World Tourism Forum Lucerne Moderated by Urs Gredig
15.00	WELCOME	The Swiss way to stay innovative Guy Parmelin Swiss Federal Councillor, Head of the Federal Department of Economic Affairs, Education and Research
15.10	NETWORKING BREAK	
15.40	INSIGHT	Youth making waves Isabel Wijsen Co-Founder Bye Bye Plastic Bags Moderated by Caroline Mutoko
16.10	FAREWELL	Urs Gredig, Caroline Mutoko, Timo Albiez Vice-Director SHL, Reto Wittwer and Martin Barth
16.30	SWISS CHEESE FONDUE	

PARALLEL SESSIONS

Thursday, 2 May 2019, 16.25 – 17.15

WORKSHOPS



- W1** **VIRTUAL REALITY: A transformative potential**
Ditti Bürgin-Brook, Rachel Hardwick, Martina Stadler, Axel Vogelsang
Moderated by Salar Shahna (5th floor, Terrassensaal)
- W2** **OVERTOURISM: Experiences and solutions**
Marco D'Eramo, Gloria Guevara Manzo, Fabian Weber
Moderated by Jürg Stettler (2nd floor, Crystal Lounge)
- W4** **COMMUNITY BASED TOURISM: Opportunities and risks**
Gabriella Crescini, Michael Lindenmayer
Moderated by Klaus Lengefeld (2nd floor, Clubroom 5)

CREALABS



- C1** **WTF! VENTURE PLATFORM: An innovative ecosystem**
Moderated by Marius Disler (Quadrin, ground floor)
- C3** **QUADRIN: Modular constructions for the tourism industry**
Moderated by Ros Atkins (Quadrin, 1st floor)

MASTERCLASSES



- M1** **DIGITAL TRANSFORMATION: Disrupting the industry**
HE Rania A-Mashat, Mario Fäh, Marianne Janik, Tuan Pham, Marcel Stalder
Moderated by Anita Mendiratta (2nd floor, Clubroom 3)
- M2** **BOOKING PLATFORMS: What is their future?**
Michael Ros, Benno Rust, Martin Sturzenegger
Moderated by Juliana Gallo (2nd floor, Clubroom 4)
- M3** **INNOVATION: A challenge for existing companies**
Karolin Frankenberger, Hassan Kadbi, Samih Sawiris
Moderated by Urs Gredig (2nd floor, Clubroom 8)

SHOWCASES



- S1** **BLOCKCHAIN: A new disruptive force in tourism?**
Tim Weingärtner
Moderated by Daniela Wagner (2nd floor, Clubroom 6)
- S2** **MOBILITY: The future of autonomous driving**
Andreas Herrmann
Moderated by Widar von Arx (2nd floor, Clubroom 7)

PARALLEL SESSIONS

Friday, 3 May 2019, 09.25 – 10.15

WORKSHOPS



- W1** **VIRTUAL REALITY: A transformative potential**
Ditti Bürgin-Brook, Rachel Hardwick, Martina Stadler, Axel Vogelsang
Moderated by Salar Shahna (5th floor, Terrassensaal)
- W2** **OVERTOURISM: Experiences and solutions**
Marco D'Eramo, Tuan Pham, Fabian Weber
Moderated by Jürg Stettler (2nd floor, Crystal Lounge)
- W3** **FUTURE EMPLOYMENT: Culture, talent and purposeful work**
HE Maitha Saif Majid Al-Mahrouqi, Max Fellows, Peter Fulton, Gergana Nikolova
Moderated by Soha Bahgat (2nd floor, Clubroom 3)

CREALABS



- C2** **FUTURE EDUCATION: Prepare for disruption!**
Moderated by René Zeier (Quadrin, ground floor)
- C3** **QUADRIN: Modular constructions for the tourism industry**
Moderated by Ros Atkins (Quadrin, 1st floor)

MASTERCLASSES



- M4** **DIVERSITY: Driver of innovation and integration**
HE Rania Al-Mashat, Yves Givel, Aradhana Khowala
Moderated by Urs Gredig (2nd floor, Clubroom 4)
- M5** **TOURISM AND PEACE: Building a culture of peace through tourism**
Virtyt Gacaferri, Kek Soon, Sandra Howardt Taylor
Moderated by Veronika Schanderl (2nd floor, Clubroom 5)

SHOWCASES



- S3** **CAMBODIA TOURISM: Revelation of a Culinary Revolution**
Chef Luu Meng, Pierre Tami
Moderated by Casimir Platzer (2nd floor, Clubroom 6)
- S4** **ADVENTURE TRAVEL: A growing market shows a model for sustainability**
Shannon Stowell
Moderated by Jonathan Worsley (2nd floor, Clubroom 7)
- S5** **CUSTOMER RELATION: Know the millennials!**
Tim Anderson
Moderated by Shaun Vorster (2nd floor, Clubroom 8)