



World Tourism Forum Lucerne 2019

Programme, 2-3 May 2019

"Human Capital in an Age of Disruption: innovation, talent and diversity"

Moderators/Facilitators: Urs Gredig, Caroline Mutoko, Ros Atkins

Thursday, 2 May 2019, 11:30 - 22:30 (Opening Day)

"Innovation"

11:30 - 13:45 REGISTRATION

12:30 - 13:45 WELCOME LUNCH

13:45 - 14:00 WELCOME

Disruption matters to every business

- Urs Gredig Broadcast Journalist
- Caroline Mutoko Group CMO and General Manager Digital Radio Africa

14:00 - 14:30 KEYNOTE

Managing innovation in the digital revolution

Karolin Frankenberger Professor School of Management University of St. Gallen (HSG)

14:30 - 14:40 START-UP PITCH

Category winner Transaction

14:40 - 15:20 PANEL

Disruption: a constant driver for change

- Svend Leirvaag Vice President Industry Affairs Amadeus
- HE Rania Al Mashat Minister of Tourism of Egypt
- Michael Ros COO / Co-founder Bidroom, WFTL Start-Up Winner 2017
- Andreas G. Schmid Entrepreneur, Chairman Helvetica Capital AG, Board Member Radisson Hospitality, Chairman Zurich Airport

Moderated by Urs Gredig

15:20 - 15:30 START-UP PITCH

Category winner Hospitality

15:35 - 16:10 NETWORKING BREAK



16:10 - 17:00	PARALLEL SESSIONS	Workshops, CreaLabs, Masterclasses, and Showcases
17:10 - 17:25	DOCUMENTARY	The Next Generation Leaders' view of disruption Moderated by Caroline Mutoko
17:25 - 17:35	OUTLOOK	The WTFL Innovation Agenda Martin Barth President & CEO World Tourism Forum Lucerne
17:35 - 18:05	INSIGHT	Fostering innovation on the national level <ul style="list-style-type: none">- Swiss Federal Councillor- Manuel Butler Executive Director UNWTO- Teresa Ferreira Director Development & Innovation Department, Knowledge Management & Innovation, Portugal (invited)- Chi Chuan Poh Director Digital Transformation Singapore Tourism Board (invited) Moderated by Urs Gredig
18:05 - 18:25	INSPIRATION	Ras Al Khaimah: a young destination rooted in history Haitham Mattar CEO Tourism Development Authority of the Government of Ras Al Khaimah
18:25 - 18:30	CLOSING	Urs Gredig Caroline Mutoko Ros Atkins

19:15 - 22:30 COCKTAIL DINNER
Featuring Young Talent Award
Supported by Ras Al Khaimah

Location: Schweizerische Hotelfachschule Luzern

Friday, 3 May 2019, 07:45 – 17:30

"Talent"

07:45 - 08:30 COFFEE AND PASTRIES FOR NETWORKING

08:30 - 08:40 WELCOME

Creativity first

08:40 - 09:10 KEYNOTE

Talent for a disruptive industry

Kate Walsh Dean and E.M. Statler Professor Cornell University
School of Hotel Administration

09:10 - 09:20 START-UP
PITCH

Category winner Destination

09:30 - 10:20 PARALLEL
SESSIONS

Workshops, CreaLabs, Masterclasses, and Showcases

10:20 – 10:50 NETWORKING BREAK

10:50 - 11:00 START-UP
PITCH

Category winner Mobility

11:00 - 11:45 PANEL

The best talents for the best industry

- Brett Tollman Chief Executive, The Travel Corporation
- Puneet Chhatwal MD & CEO The Indian Hotels Company Limited (IHCL)
- HE Maitha Saif Majid Al-Mahrouqi Undersecretary Ministry of Tourism Oman

Moderated by [Urs Gredig](#)

11:45 - 12:00 CEREMONY

Tourism Star Award

[Reto Wittwer](#) Chairman World Tourism Forum Lucerne
[Mario Hardy](#) CEO PATA
3 Winners

Moderated by [Caroline Mutoko](#)

12:00 - 12:10 OUTLOOK

The WTFL Talent Agenda

[Reto Wittwer](#) Chairman World Tourism Forum Lucerne

12:10 - 12:20 START-UP
PITCH

Category winner Impact

12:20 - 12:40 INSIGHT

Canton of Schwyz: innovative tradition

[Franz-Xaver Strüby](#) Chairman Board of Directors Schwyz Tourismus AG
[Nadja Räss](#) Modern yodelling performance

12:40 – 13:50 LUNCH BREAK
Hosted by Canton of Schwyz

"Diversity"

13:50 - 13:55 INSIGHT

Report on the CreaLab on future education in tourism

Ros Atkins Presenter and Creator Outside Source BBC News

Moderated by [Caroline Mutoko](#)

13:55 - 14:10 KEYNOTE

Diversity as a main driver for innovation

NN

14:10 - 14:55 PANEL

The potential of diversity for the tourism industry

- [Maud Bailly](#) Chief Digital and Diversity Officer Accor
- [Brett Heising](#) Founder Brettapproved
- [Musimbi Kanyoro](#) President & CEO Global Fund for Women
- [Aradhana Khowala](#) World Tourism Forum Lucerne

Moderated by [Urs Gredig](#)

14:55 - 15:00 OUTLOOK

The WTFL Diversity Agenda

[Aradhana Khowala](#) World Tourism Forum Lucerne

15:00 – 15:30 NETWORKING BREAK

15:30 - 16:10 INTERVIEW

Human capital - the key to success in a digital future

Surprise Guest

Moderated by [Urs Gredig](#)

16:10 - 16:25 FAREWELL

[Martin Barth](#)

[Reto Wittwer](#)

[Timo Albiez](#) Vice-Director Schweizerische Hotelfachschule Luzern

16:30 - 17:30 SWISS CHEESE FONDUE

A lasting memory

Saturday, 4 May 2019, 08:30 – 17:00

08:30 - 17:00 OPTIONAL PROGRAMME

Skiing Day on Mount Titlis

Sightseeing Tour Lucerne

Outdoor Adventure Activities in Schwyz