

World Tourism Forum Lucerne
Academic Meeting
1–2 May 2019



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1. Academic Circle – Purpose

The Academic Circle serves as a platform for exchange amongst the WTFL university partner network. The main goal of the Academic Circle was to strengthen the partner network, to enable exchange between the university partners from all over the world, and to brainstorm on future possibilities for cooperation.

One of the central cooperation projects was the conjoint study on the topic “Measuring Overtourism” that had been conducted with some of the partner universities. Based on a common framework of indicators, each of the participating universities analysed a case study. A cross-comparative analysis of the cases allowed drawing conclusions on the challenges occurring when measuring overtourism.

At the meeting, the study was presented and discussed in the group. Furthermore, the representatives of the universities brainstormed on possibilities for publications. The ideas of a special issue in a journal and a potential book project will now be followed. In addition to that, ideas for future cooperation and for the study for the next WTFL in 2021 have been exchanged.

2. Academic Circle – Programme

The Programme of the Academic Circle started with a dinner at the Château Guetsch on Wednesday, 1 May 2019. The actual Meeting was held on Thursday morning covering the following topics:

Thursday, 2 May 2019

09:00	Welcome & Introduction
09:00 – 10:00	Presentation of WTFL-study: Measuring Overtourism
10:00 – 10:30	Discussion on WTFL-study and publications
10:30 – 11:00	Coffee Break
11:00 – 12:00	Discussion on ideas and concepts for further joint research projects (WTFL 2021): Topics, research design, collaboration
12:30 – 18:30	World Tourism Forum Lucerne 2019
19:15 – 22:30	Dinner hosted by Ras al Khaimah & Young Talent Award

Friday, 3 May 2019

08:30 – 16:30	World Tourism Forum Lucerne 2019
16:30 – 17:30	Farewell: Swiss Cheese Fondue

Saturday, 4 May 2019

08:30 – 17:00	Optional programme
	Skiing Day on Mount Titlis
	Sightseeing Tour in Lucerne
	Outdoor Adventure Activities in Schwyz

3. Academic Circle – Participants

University	Country	Representative
University of Johannesburg	South Africa	Diane Abrahams
North-Caucasus Federal University (NCFU)	Russia	Ludmila Alieva
Taylor's University	Malaysia	Neethiahnathan Ari Ragavan
Advisor to the Ministry of Tourism	Egypt	Soha Bahgat
International Management Institute (IMI)	Switzerland	Theodore Benetatos
University of Otago	New Zealand	Neil Carr
The HongKong Polytechnic University	China	Kaye Chon
International Management Institute (IMI)	Switzerland	Ioannis Evagelou
Institute of Hotel Management Aurangabad	India	Satish Jayaram
MODUL University Vienna	Austria	Lidija Lalicic
Botho University, Gaborone	Botswana	Simon Lloyd
Universidad de Monterrey	Mexico	Ana Sofía López
MODUL University Vienna	Austria	Dagmar Lund-Durlacher
North-Caucasus Federal University (NCFU)	Russia	Irina Solovieva
Lucerne University of Applied Sciences and Arts	Switzerland	Jürg Stettler
University of Johannesburg	South Africa	Tembi Tichaawa
Ecole hoteliere Lausanne	Switzerland	Peter Varga
University of Queensland	Australia	Gabby Walters
Mahidol University International College	Thailand	Walanchalee Wattanacharoensil
Lucerne University of Applied Sciences and Arts	Switzerland	Fabian Weber
University of Surrey	United Kingdom	Anke Winchenbach
Harz University of Applied Sciences	Germany	Harald Zeiss

4. Academic Circle – Impressions



5. Partner Universities of the WTFL

- Al-Farabi Kazakh National University, Kazakhstan
- Amity University, India
- Azerbaijan Tourism University, Azerbaijan
- Botho University, Botswana
- East China Normal University, China
- Ecole hôtelière de Lausanne, Switzerland
- Harz University of Applied Sciences, Germany
- International Management Institute (IMI), Switzerland
- Institute of Hotel Management Aurangabad, India
- Kenya Utalii College, Kenya
- Lucerne University of Applied Sciences and Arts, Switzerland
- Mahidol University, Thailand
- MODUL University, Austria
- North-Caucasus Federal University, Russia
- Polytechnic University of Hong Kong, Hong Kong
- Sekolah Tinggi Pariwisata Bandung (STP), Indonesia
- Singapore Institute of Technology, Singapore
- Swiss Hotel Management Academy Lucerne (SHL), Switzerland
- Universidad de Monterrey, Mexico
- University of Applied Sciences Bremerhaven, Germany
- University of Johannesburg, South Africa
- University of Piraeus, Greece
- University of Queensland, Australia
- University of Sao Paulo, Brazil
- University of St. Kliment Ohridski from Bitola, Macedonia
- University of Surrey, United Kingdom
- Wakayama University, Japan

New since WTFL 2019

- Taylor's University, Malaysia
- University of Otago, New Zealand

6. About World Tourism Forum Lucerne and Preview

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place every second year in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

Martin Barth
President & CEO World Tourism Forum Lucerne

Lucerne, 15 May 2019