

**Word Tourism Forum Lucerne WTFL 2019**  
**Parallel Session: Workshop Overtourism**

**Friday, 03.05.2019**

**Prof. Dr. Juerg Stettler**  
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# Welcome!

Juerg Stettler

- Your host and moderator of the workshop
- Lecturer, Head of Institute of Tourism
- Deputy Dean Lucerne Business School



## Content and Key Questions of this Workshop

- How to measure and manage overtourism?
- Indicators for measuring overtourism
- Potential threats and signs for overtourism

## Programme, Speakers and Panelists

- **Presentations** by Fabian Weber & Marco d'Eramo
- **Panel discussion** with questions by the moderator and the audience
- **Speakers and Panelists:**
  - Fabian Weber, lecturer and researcher Lucerne University of Applied Sciences and Arts
  - Marco d'Eramo, Book author
  - Tuan Pham, Program Manager CSR, Booking.com

# Presentations

## Fabian Weber

- Lecturer and researcher at the Lucerne University of Applied Sciences and Arts (since 2010)
- Studies: geography, sociology and nature, landscape and environment protection at the University of Basel
- Doctorate University of Berne
- Swiss hotel association (“hotelleriesuisse”) and Schweizer Tourismus-Verband
- Main topics: tourism, overtourism, sustainable development, CSR, labels and certifications



## Marco d'Eramo

- Theretical physicist, studied sociology
- Correspondent in the US for the daily newspaper "Il Manifesto"
- Book author: among others
  - The Pig and the Skyscraper. Chicago: a History of our Future (1995)
  - Il selfie del mondo (Die Welt im Selfie. Eine Besichtigung des touristischen Zeitalters) (2018)
- NZZ Folio (10/2018): Interview «Der Reisende ist nur ein Tourist, der abstreitet, einer zu sein»



# Panel Discussion



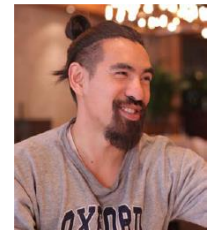
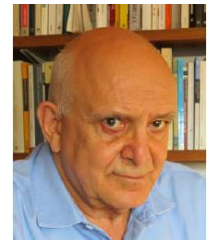
## Tuan Pham

- Program Manager within Booking.com's Social Responsibility department
- Master in International Communications focused on Corporate Social Responsibility
- Worked for the World Bank
- The focus of his work is on sustainability, environment, community and social impact, supporting innovative ideas, startups and NGO's



# Panel Discussion

- Fabian Weber, lecturer and researcher Lucerne University of Applied Sciences and Arts
- Marco d'Eramo, Book author
- Tuan Pham, Program Manager CSR, Booking.com



# Closing Remarks & Thank You!