

World Tourism Forum Lucerne

Young Talent Programme 2020/2021



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Selection Process

Step 1:

Students of WTFL partner universities are required to send in a **one-or-two page application**, consisting of the following information:

- **Problem statement** (max. 400 words) describing a dedicated challenge.
- **Concept** (graphic/sketch) proposing a solution/approach to tackle the problem.
- **Conclusion** (max. 200 words): Key take-aways and further aspects to consider.

The concept has to address **one** of the following four topics:

- **Talent:** How can talent in the travel and tourism industry be discovered, integrated and further developed? This section looks into concepts on how to foster young people and strengthen the travel, tourism and mobility industry as an attractive area of work and professional development.
- **Innovation:** How can innovative and disruptive concepts contribute to the ongoing success of the travel, tourism and mobility industry? This section looks into smart business concepts, ideas of creative tourism developments and contributions to mitigate negative (or foster positive) effects of the industry.
- **Diversity:** How can the travel, tourism and mobility industry be made more diverse? This section looks into a range of possibilities to integrate so far neglected work force, embrace further fields of businesses and/or overcome other hampering boundaries of the travel and tourism industry.
- **Sustainable development:** How can travel and tourism foster positive economic, ecologic and social development and balance the three dimensions of the sustainability framework.

Out of all received papers the WTFL committee (internal scientific collaborators of WTFL) will select 12 applications for each category. Criteria of assessments are

- **Originality:** Is the proposed concept innovative, creative and original?
- **Clarity/conciseness:** Is the concept well organised, clear and understandable?
- **Industry relevance:** How big is the impact in the travel and tourism industry?

Step 2:

The selected students of each category are asked to send in a **2 to 3-Minute video** presenting the idea of the paper. The video should contain the following information

- Name/background/affiliation of the student (as short as possible)
- Motivation for choosing the topic
- Problem statement
- Presentation of idea/concept (main part of the contribution)
- Conclusion/Contribution to talent, innovation or diversity in travel and tourism

The video should not be limited to an oral presentation of the topic, but should include informative elements such as banners with key words, sketches of concepts or explicit real world examples. Videos may include a mixture of power point presentations/ computer screens/hand-made posters or other elements in the background or digitally morphed-in animations. The student must not be visible throughout the entire duration of the video, but at least partially to assess his/her presentation skills.

The videos will be assessed of an approx. 12-member jury, consisting of former Young Talents of WTFL 2017 and 2019, former next Generation Leaders and the organiser and/or sponsor of the Young Talent Programme. This allows assessing to following criteria

- **Content:** Is the presented idea innovative and original? Is the video well organised and the thoughts well formulated? Is the content of the message comprehensible in its breadth and depth? Are practical conclusions derived in a logic manner?
- **Presentation skills:** Is the video well understandable? Is the voice loud and clear? Does the student make use of gestures and body language? How well is technical support integrated to make the message clear? How creative is the making-of?
- **Impact:** How relevant is the idea for business, politics and/or the environment? What is its economic, ecologic and social impact? Does it bridge silos, contribute to a better planet or correspond otherwise to the spirit of WTFL?

Step 3

The five top ranked submission of each category (talent, innovation, impact, sustainable development) will conduct an **online-agility test** of our partner company, which will determine the three finalists of each category to be invited to Lucerne in 2021.

The three students of each of the four categories will receive notice until Dec 18, 2020 if they are eligible to participate from 28-30 April at the WTFL 2021 (incl. free travel, accommodation and entry to the Forum). The decision is based again on the paper, the CV, the video and in addition the online-agility test.

Step 4

The 12 finalists will be invited to Lucerne to present their idea in a panel discussion where an expert-jury will be assessing the winner of each category. The jury consists of the following five persons:

- (1) Guia Greaves from Talent Solutions/Right Management,
- (2) Anne Lotter, Executive Director Global Travel and Tourism Partnership (GTTP),
- (3) Susanne Hilland, Research officer at the University Heilbronn, Germany,
- (4) Simon Lloyd, Dean Faculty of International Hospitality Industry, Dusit Thani College,
- (5) Florian Eggli (WTFL Talent Management).

The presentation will be a public side-event of WTFL, where colleagues, professors and further guests are welcomed to join-in.




Overview and Timeline

Step 1	Submission of 1-2 page application	Students	June 1, 2020	>100
	Selection of 9 candidates for each category (talent, innovation, diversity, sustainable development)	WTFL Jury (internal)	July 1, 2020	36
Step 2	Submission of 2-3 minute video	Students	Sep 1, 2020	36
	Selection of 5 candidates for each category (talent, innovation, diversity, sustainable development)	WTFL Jury (Alumni YTP, NG)	Oct 1, 2010	20
Step 3	Participation of an online Learning Agility Test	Students	Nov 1, 2020	20
	Selection of 3 candidates of each category (talent, innovation, diversity, sustainable development)	WTFL + Sponsor	Dec 18, 2020	12
Step 4	Presentation at WTFL and Career Planning Session	Students	Nov 15, 2021	12
	Selection of the winner of each category	WTFL + Sponsor	Nov 15, 2021	4

Program in Andermatt


	Sun, November 14, 2021	Mon, November 15, 2021	Tue, November 16, 2021	Wed, November 17, 2021
Breakfast	Arrival at ZRH Airport	07:00 Breakfast at the Cucina Macolina	07:00 Breakfast at the Cucina Macolina	07:00 Breakfast at the Cucina Macolina and check-out hostel
Morning	09:48 Train departure at ZRH Airport (change at Zurich HB) 10:05 Departure Zurich HB 12:06 Arrival in Andermatt. Meeting point at train station and check-in at Casa Popolo.	08:30 YTP Final Session Radisson Blu Hotel (Foyer) - Presentation of topics - Joint discussion of topics within category (10:00 Coffee break upstairs in front of room Bürglen)	8:30 WTFL Conference	Individual departure or Social Program (CHF 40.00, at own costs)
Lunch	13:00 Lunch at foyer at Radisson Blu Hotel (next to Concert Hall)	12:00 Lunch at Spun restaurant at the Radisson Blu Hotel	Lunch at WTFL Conference	
Afternoon	14:00 Learnability Session for Young Talents powered by Right Management Radisson Blu Hotel (Room Bürglen) - Welcome by Martin Barth - Introduction on WTFL YTP - Discussion on Manpower Learnability Quotient (LQ) and personal career planning	Option 1 13:00 Guided Tour through Andermatt 15:00 Coffee at the Foyer of the Radisson Blu Hotel 16:00 WTFL Conference Opening Session at the Radisson Blu Hotel	Option 2 13:00 Start-Up Pitch 13:00 Young Talent Group picture at Radisson Hotel Lobby (WTFL picture wall) 16:45 End of conference and walk to Restaurant Biselli 17:00 Networking-Cocktail at Restaurant Biselli	
Dinner	19:00 Swiss House Andermatt (30' walk! Warm shoes!!) Pick up at 18:30 at Casa Popolo	19:45 WTFL Innovation Dinner at Spun in Radisson Blu Hotel with Young Talent Programme prize ceremony	Optional/Individual Dinner (at own costs)	
Night	Walking back (with torches) to Casa Popolo (triple rooms)	Casa Popolo (triple rooms)	Casa Popolo (triple rooms)	

Sponsors



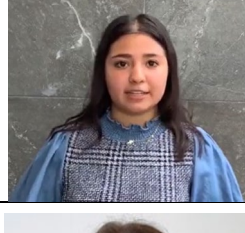



Company	Contribution	Contact
	<ul style="list-style-type: none"> - Support of the selection process - Liaison of Young Talents with Next Generation Leaders (Leader as a coach) - Coaching of Learnability Session 	<p>Guia Greaves Principal Consultant Talent Management</p> <p>Right Management Renggerstrasse 3 8038 Zürich</p> <p>T +41 44 268 88 44 M +41 79 435 57 36</p> <p>guia.greaves@right.com www.rightmanagement.ch</p>
	<ul style="list-style-type: none"> - 8-day Swiss Pass for all 12 Young Talent Finalists - Provided in total 15 passes, which were used for Start-Up and internally. 	<p>Lorena Oliveri</p> <p>Account Manager Partnerships *Montags, mittwochs und freitags im STS-</p> <hr/> <p>Swiss Travel System AG Lagerstrasse 33, CH-8004 Zürich Mobile + 41 78 632 61 20 lorena.oliveri@swisstravelsystem.ch mystsnet.com</p>
	<ul style="list-style-type: none"> - 4 Mondaine wrist watches for each category-winner 	<p>Mondaine Watch Ltd Roberto Bortol Marketing- & Verkaufsleiter Retail Schweiz Etzelstrasse 27 8808 Pfäffikon SZ Switzerland</p> <p>r.bortol@mondaine.ch T +41 58 666 88 84</p>

Young Talent Programme Finalists 2020/2021







Category Talent

Name, affiliation and topic	Photo	Personal sponsor
<p>Name: Anastasia Immerman</p> <p>University: IMI International Management Institute, Switzerland</p> <p>Topic: Impact investing into tourism destinations</p>		
<p>Name: Hikaru Morita</p> <p>University: Wakayama University, Japan</p> <p>Topic: Why is Japanese Green Tourism suitable for tourism students?</p>		
<p>Name: Valeria Goch</p> <p>University: North-Caucasus Federal University, Russia</p> <p>Topic: What factors are indicative of the environmental friendliness of the destination for Generation Z?</p>		






Category Innovation

Name, affiliation and topic	Photo	Personal sponsor
<p>Name: Anita Gerber</p> <p>University: Lucerne University of Applied Sciences and Arts, Switzerland</p> <p>Topic: Collaboration</p>		
<p>Name: Daniela Fernández Luhrs</p> <p>University: Universidad de Monterrey, Mexico</p> <p>Topic: Overtourism</p>		
<p>Name: Hailey Brown</p> <p>University: University of Queensland, Australia</p> <p>Topic: An opportunity to diversify the tourism industry for the visually impaired</p>		

Category Diversity

Name, affiliation and topic	Photo	Personal sponsor
<p>Name: Gifty Efua Koufie</p> <p>University: University of Johannesburg, South Africa</p> <p>Topic: The use of nutrition apps in the hospitality industry to promote healthy food choices</p>		
<p>Name: Laura Yasmin Eisebitt</p> <p>University: Harz University of Applied Sciences, Germany</p> <p>Topic: Integration of refugees into the German job market</p>		 Immer wieder gerne!
<p>Name: Lavanya Gaba</p> <p>University: Institute of Hotel Management-Aurangabad, India</p> <p>Topic: Chakra: Weaving Sustainability</p>		

Category Sustainable Development

Name, affiliation and topic	Photo	Personal sponsor
<p>Name: Chandy Loearng</p> <p>University: Mahidol University International College, Thailand</p> <p>Topic: Back to the Future: A Responsible Approach on Food Delivery</p>		Private sponsor
<p>Name: Ivona Trenkoska</p> <p>University: University of St. Kliment Ohridski, Macedonia</p> <p>Topic: How to revive an abandoned village through rural tourism</p>		 Immer wieder gerne!
<p>Name: Si Ting (Lisa) Xie</p> <p>University: Ecôle hôtelière de Lausanne, Switzerland</p> <p>Topic: World Heritage sites (WHs)</p>		

Winners of the category



From left to right

- Anne Lotter, Executive Director Global Travel and Tourism Partnership GTTP (Jury member)
- Florian Eggli (WTFL Talent Management Director and jury member)
- **Si Ting (Lisa) Xie, Ecôle hôtelière de Lausanne, Switzerland (Winner of the category Sustainable Development)**
- Martin Barth, CEO and President of the World Tourism Forum Lucerne
- **Gifty Efua Koufie, University of Johannesburg, South Africa (Winner of the category Diversity)**
- Reto Wittwer, Chairman of the World Tourism Forum Lucerne
- **Hailey Brown, University of Queensland, Australia (Winner of the category Innovation)**
- **Hikaru Morita, Wakayama University, Japan (Winner of the category Talent)**
- Simon Lloyd, Dean Faculty of International Hospitality Industry, Dusit Thani College, Thailand (Jury member)
- Susanne Hilland, Research officer at the University Heilbronn, Germany (Jury member)

Impressions



I have really enjoyed this experience, for sure it's been a decisive moment for my life since it helped me a lot to clear my ideas on what I want to do after graduation and a full motivation to keep working on my project! Thank you so much for the opportunity.

Daniela Fernández Luhrs
Universidad de Monterrey, Mexico



What an amazing event you held last week - it was fantastic!

Dr Niki Macionis
Lecturer, University of Queensland



Thank you so much for this incredible opportunity! The forum has already ended, and our program ended even earlier, but emotions and insights are still filling all thoughts! Thank you very much for your responsiveness and help in any matters, for the excellent organization and very interesting company!

Valeria Goch
North-Caucasus Federal University, Russia





My heartfelt gratitude to the entire team at the WTFL for your relentless support throughout the competition and the grand event in Andermatt. This recognition and award is truly career transforming and I cannot overstate my gratitude to you all. I look forward to an exciting journey with you and the WTFL partner institutions around the world.

Gifty Koufie Young Talent, University of Johannesburg

