

WTFL – World Tourism Forum Lucerne

*Opening Address by
Prof. Sabine Jaggy, Dean of the University of Applied Sciences and Arts Lucerne*

Dear participants, dear guests, ladies and gentlemen,

The World Tourism Forum Lucerne WTFL: what - why - where - with whom?

Let me answer in some short words to these four basic questions.

1 "What" is the WTFL?

WTFL is not ment to be just an additional meeting in the world wide agenda of tourism experts. It is not a public fair or a platform of promotion for touristic destinations or tour operators. The first World Tourism Forum Lucerne specifically gathers a small and exclusive group of experts and executives from touristic destinations, transportation companies, facilities and resorts in order to discuss intensively and on a high level issues, for this year around the topic "tourism and mobility".

Tourism is mobility and mobility finally results in touristic needs. Mobility has become cheaper during the last decades and mobility in the same time is vulnerable and is on the monitoring radar of governments, regulatory organizations and environmental organizations. Consequently this topic "Tourism and Mobility" must be tackled by the main players of the worldwide tourism family.

2 Second question was "why":

We feel the need to make direct talks possible between executives in an informal and outside business environment. This concept is well proven in other forums as for instance in the famous World Economic Forum or its little sister the Swiss Economic Forum. Informal environments and highly focused topics combined with high level executives create open minded and efficient ways of finding new ideas and common senses in the business community. That is why we took the initiative to start this 1st World Tourism Forum Lucerne.

3 Third question was "where":

Well, let me tell those who just arrived today: don't miss to see Lucerne with its nice surrounding lake and mountain landscape. Lucerne is a decent place, Lucerne combines many touristic offerings in a small area. It's like a touristic Disney World Resort but it is not artificial, it is real. Secondly the WTFL is being hold in the Swiss Transportation Museum which is linked to our main topic "Tourism and Mobility" and creates a wonderful atmosphere around this forum. And the third reason is that one of the major Swiss Tourism Universities is based in Lucerne. It's part

of the Lucerne University of Applied Sciences and Arts. This creates a scientific background to the forum as well.

4 The forth question was, "with whom":

The initiative for the WTFL was taken by the Tourism Forum Lucerne, Lucerne Events and Lucerne Hotels. The Lucerne University of Applied Sciences and Arts with its well known Institute of Tourism is the scientific partner of this forum. Professors of the University acted as advisors and executors and belonged to the circle of initiators.

The President of the University, Dr. Andreas Lauterburg, is Vice President of the Board of this Forum which is a symbol of our close relationship and our scientific commitment to this challenging topic "Tourism and Mobility".

I am the Dean of the Lucerne University of applied Sciences and Arts and I am honored today to open this forum by hoping that it will be a big success for all participants, allowing efficient discussions and creating an open minded and creative atmosphere.

I hereby declare the World Tourism Forum Lucerne WTFL open.

And now, give with me a warm welcome to Mister Kurt Zibung, Cantonal Councillor of the Canton Schwyz. He will bring us the welcome and greetings of the Government.