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## **Asian Students Meet Tourism Leaders**

In April 2009 the World Tourism Forum Lucerne (WTFL) will be held for the first time. It offers the ideal think-tank and networking platform for decision makers in the tourism industry. A unique feature is the participation of talented young people from Asia and from Lucerne University of Applied Sciences economy department. This promotes follow-up recruitment in the tourism industry thanks to a cooperation arrangement with the School of Hotel & Tourism Management at Hong Kong Polytechnic University.

The WTFL has three corner-posts:

- Every two years a “think-tank” conference of top managers with outstanding track records in tourism and related areas.
- Broadening the relatively narrow scope of tourism through links with other areas such as mobility, security, ecology, technology, etc.).
- Free participation of the best tourism students from Lucerne University of Applied Sciences economy department and the School of Hotel & Tourism Management at Hong Kong Polytechnic University. This promotes closer integration of science and economics thanks to a sponsorship concept, thus helping to develop follow-up talent for the future.

Through a “call for paper”, students from Asia and the LUAS specializing in the field of tourism and mobility are offered a unique opportunity: those submitting the best papers can participate free of charge in the World Tourism Forum Lucerne. Their costs and participation fees will be covered by sponsors. Any company participating in the forum can take over the role of sponsor on a voluntary basis. Selected students will thus have the unique opportunity of first-hand contact at the WTFL with leading decision-makers in international tourism and economics. The sponsors in turn will benefit from new approaches and innovative ideas emanating from these young people.

The minimum requirement for participation in this call for paper is a Bachelor degree grading of 5.5 (max. possible grading = 6.0). Students who meet this requirement must submit by December 31, 2008 an approx. 8-page paper on one of the prescribed aspects of the WTFL theme for 2009. A team of experts will assess the submitted papers by January 2009. The authors of the most interesting papers will be able to participate free of charge in the WTFL. They will be notified by the end of February 2009.

This forum, organized by the World Tourism Forum Lucerne Association, was initiated by Lucerne Hotels, Lucerne Events and Lucerne Tourism Forum, and the institute for tourism at Lucerne University of Applied Sciences. It will be held for the first time in April 2009 at the newly modernized Swiss Transport Museum in Lucerne. The theme will be “Mobility in the Future and its Global Effects on the Tourism and Travel Industries”

Interested students and decision makers in the tourism sector and related areas are welcome to contact Prof. Martin Barth, manager World Tourism Forum Lucerne (tel. +41 41 228 99 80, e-mail [info@wtflucerne.org](mailto:info@wtflucerne.org)).

**Contact persons for further information:**

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