

WORLD TOURISM FORUM LUCERNE - Where global leaders in tourism, travel and hospitality meet the next generation 17 – 19 April 2013



Young Talents Concept

1. World Tourism Forum Lucerne

The World Tourism Forum Lucerne is a global platform for leaders and young talents who are dedicated to designing new strategies and creating a shared vision for the future of tourism. One of the five strategic elements of World Tourism Forum Lucerne is to actively promote dedicated young talents through the collaboration with leading universities, by awarding the best Young Talents and conducting a Young Talents survey.

The different parts of the Young Talents concept are the following:

	Business, Government, Academia and Finance	Next Generation	Young Talents
Participants	International Top Level Decision Makers working in Tourism, Travel and Hospitality	Tomorrow's Industry Leaders who are accompanying their Seniors to the Forum	High Potential Students of the Forum's Partner Universities
Awards	Talent Dedication Award		Young Talents Award
Surveys	CEO / Manager Survey in Cooperation with Korn/Ferry	Next Generation Survey in Cooperation with PwC and the Industry	Young Talents Survey in Cooperation with the PwC and the Partner Universities

2. Young Talent Concept

The World Tourism Forum Lucerne enjoyed remarkable success when it expanded the Young Talents Programme as part of its second event in April 2011. The programme offered seven selected tourism students (Young Talents) from the Forum's partner universities the opportunity to participate in the Forum. They were purposefully integrated into the programme of the Forum. Additionally, they got the unique chance of participating in a tailor-made career planning workshop, had a paper discussion session and various informal talks with tourism and hospitality CEOs in relaxed environments. The Gala Diner was totally dedicated to Talent Management, where the best Young Talents were awarded with very attractive prizes. The three days of the Forum gave the Young Talents myriads of attractive opportunities to launch their professional career.

Due to the very positive feedback from the Young Talents Programme, it will once again be an important element at World Tourism Forum 2013. The selection process of the Young Talents will be slightly modified.

World Tourism Forum 2013 is again looking forward to inviting the best tourism students from our partner universities to the Forum. Our partner universities are an exclusive circle of chosen schools, which are all high-ranked. The awarded Young Talents will gain a thorough understanding of the topic discussed at Forum 2013, which is "sustainability in tourism".

3. Benefits

3.1. Benefits for the young talents

Owing to detailed advance preparations and by participating in the events, the Young Talents will gain a thorough understanding of the Forum's topic and become adept at integrating the ideas when starting their career in the tourism industry. An intense exchange of ideas with managers from all over the world is enormously enriching and contributes to further developing the personal network of young professionals, something that rarely happens at an early stage. After all, the possibility to participate in the Forum, with a reference in your curriculum vitae, should be seen as an incentive to develop yourself in the tourism industry.

3.2. Benefits for the participating managers

By exchanging ideas with the young talents, participants of World Tourism Forum Lucerne can familiarise themselves with new approaches and gain fresh insight into their daily work. Furthermore, the Forum enables them to return what they themselves benefited from at an earlier stage in their own career: support in the applied field, as well as guidance and coaching of the next generation. Today, contributing in a meaningful way for the benefit of the "war for talents" continues to be a must for every manager.

The Forum's third edition in 2013 will give international companies the unique chance of submitting a topic or a major question to the Forum's Talent Management department and let the best tourism and hospitality students work on it. The final results will be presented at the World Tourism Forum 2013. You can get more information by writing a short e-mail to christine.herzer@wtflucerne.org.

4. Participation in World Tourism Forum Lucerne 2013

World Tourism Forum Lucerne 2013 is again looking to invite the best young talents of the official partner universities to Lucerne. The invitation includes free participation in the Forum, as well as in the special and optional programme. Additionally, the Forum will pay for the flight and accommodation.

Before the official opening ceremony of the Forum, a special programme for the young talents will take place as part of the run-up. World Tourism Forums starts on Wednesday evening and lasts until Friday at noon. The Young Talents will be fully integrated into the official programme and can participate in all the presentations, workshops and official breaks, and they can attend the meals, including the gala dinner. Furthermore, the Forum will host an optional programme in the afternoon on Tuesday (before the Forum), on

Friday afternoon and on Saturday (for example skiing) to which all the Young Talents are invited.

5. Partner Universities

All partner universities are top international schools that are very well positioned in the tourism industry and have shown an extraordinary commitment to promoting young talents. In addition to Lucerne University of Applied Sciences and Arts, the following partner universities and spokespersons are participating in the young talents programme:

- Polytechnic University of Hong Kong, Hong Kong (Prof. Kaye Chon)
- University of Brighton, Great Britain (Prof. Peter Burns)
- Ecole hôtelière de Lausanne, Switzerland (Samira Khelifi)
- University of Waterloo, Canada (Dr. Daniel Scott)
- University of Queensland, Australia (Dr. Brent W. Ritchie)
- University of Sao Paulo, Brazil (Prof. Ricardo Uvinha)
- University of Johannesburg (Peter Kriel)
- University Asia (tba)
- University Middle East (tba)

6. Selection procedure of the most promising young talents

The most promising young talents will be recruited in collaboration with the xx partner universities and the international recruiting company Korn/Ferry. The recruiting process will be split into an academic and a practical criteria.

The process is as follows:

First, candidates will choose a company within the travel, hospitality and tourism industry (with the help of their professor) and contact the company to ask for a topic that is related to the Forum. All topics of the Young Talents award will be given to the candidates by a company of their choosing. This will ensure the practical oriented view.

Second, candidates will then send a short abstract of the topic (see official call for papers for more details) and a short description of the company to Christine Herzer (christine.herzer@wtflucerne.org) to get approval.

If the abstract (as well as the description of the company) leads to a positive response, candidates are eligible to submit the full paper to their university, which will then select the three best papers and forward them to World Tourism Forum.

All candidates whose paper is ranked top three at their university must then fulfil the official learning agility assessment of international HR recruiting company Korn/Ferry. At this point, practical criteria will be evaluated in addition to the academic ones.

The papers (a maximum of 3 per partner university) will then be evaluated by a board of professors (evaluation of 3 papers from another partner university per professor) and the World Tourism Forum.

7. Requirements for participating students

The candidates who submit a paper to the Young Talents Programme must meet the following requirements:

- Enrolment in a partner university
- Close to graduation or maximum two years after graduation (Bachelor or Master) on the date of the event

8. Requirements for the participating partner university

On one hand, each partner university must appoint a professor in tourism who is willing to evaluate the papers of the university's own students and forward the evaluation form to the World Tourism Forum. On the other hand, 3 papers of another partner university have to be evaluated to recruit the Young Talents.

The partner universities will cover the expense involved in evaluating the papers. In exchange, World Tourism Forum will offer the professors (one person per partner university) free participation in the Forum, as well as a free flight to Switzerland (economy class). The professors must pay for their own accommodation and expenses.

9. Schedule of the Young Talent's recruiting process

Task	Who	Deadline
Information to partner universities about the Young Talent Award	WTFL	February 2012
Looking for a company in order to get a topic to participate at the Young Talents award	students	February – April 2012
Submission of abstract & description of the company to the WTFL	students	May, 30th 2012
Information to students if abstract is accepted	WTFL	June, 30th 2012
Submission of papers to the home university	students	September, 30th 2012
Evaluation of internal papers and submission of the three best papers to WTFL	partner universities	November, 15th 2012
Learning Agility assessment for students with candidates of the three best papers	Korn/Ferry & students	November, 30th 2012
Evaluation of three papers of another WTFL partner university	partner universities	December, 15th 2012
Invitation sent to the Young Talents	WTFL	December, 30th 2012
World Tourism Forum Lucerne	WTFL	April, 17 – 19th 2013

Contacts

General Manager, Prof.
Martin Barth

World Tourism Forum Lucerne
c/o Lucerne School of Business
Institute of Tourism
Rösslimatte 48, P.O. Box 2940
6002 Lucerne, Switzerland

T: +41 (0) 41 228 99 80
F: +41 (0) 41 228 41 44
E: martin.barth@wtflucerne.org
W: www.wtflucerne.org

Talent Management Director,
Christine Herzer

World Tourism Forum Lucerne
c/o Lucerne School of Business
Institute of Tourism
Rösslimatte 48, P.O. Box 2940
6002 Lucerne, Switzerland

T: +41 (0) 41 228 99 98
F: +41 (0) 41 228 41 44
E: christine.herzer@wtflucerne.org
W: www.wtflucerne.org

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