

Programme

World Tourism Forum Lucerne 2009

Facing Future Challenges in Mobility: Developments, Markets and Opportunities

April 22-24, 2009

Swiss Museum of Transport, Lucerne

Wednesday, April 22, 2009

(with your partner, if registered)

from 1500	Registration at the Swiss Museum of Transport, Lucerne (Lidostrasse 5)
World Tourism Forum Lucerne 2009: Opening Session (Swiss Museum of Transport, conference room)	
1630-1655	<p>Opening address Prof. Sabine Jaggy-Kaufmann, Dean, Lucerne University of Applied Sciences and Arts</p> <p>Welcome address Cantonal Councillor Kurt Zibung, Canton of Schwyz</p>
1655-1720	<p>Keynote presentation: Mobility in a Global Perspective Maurizio Cheli, Astronaut</p>
1720-1800	<p>"The Alps" (Swiss Museum of Transport, IMAX theatre) Jürg Schmid, Director, Switzerland Tourism</p>
1800-1900	<p>A history of tourism and mobility: the Swiss Museum of Transport (a guided tour) Daniel Suter, Director, Swiss Museum of Transport</p>
1900-1910	<p>Welcome by the Presenting Partner SBB Andreas Meyer, CEO, SBB</p>
1910-1930	<p>Keynote speech: Tourism in a changing environment Federal Councillor Doris Leuthard, Head of Swiss Federal Department of Economic Affairs</p>
1945-2200	<p>Dinner over the roofs of Lucerne: Culinary and musical delights at the Château Gütsch Greetings on behalf of the city of Lucerne, Urs W. Studer, Mayor</p>

Thursday, April 23, 2009

(Special programme for your partner, if registered)

1. Session: Business Environment in 2029 (Swiss Museum of Transport, conference room)	
Moderator: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum	
0830-0850	Keynote speech: What challenges can be expected in tourism and mobility? Rohit Talwar, CEO, Fast Future
0850-0945	Business environment theses on: Society Prof. Peter M. Burns, PhD, MA, Med, FRGS, AcSS, Director Centre for Tourism Policy Studies, University of Brighton Environment Duncan Pollard, Director Conservation Practice and Policy, WWF International Economy and Politics Eric Heymann, Vice President, Deutsche Bank Research Technology Michael Hartmann, Senior Vice President Corporate Sales Hospitality, Siemens
0945-1000	Study presentation: The future of mobility and its impact on tourism (Part 1: Impacts of Travel Motives and Interests) Prof. Dr. Jürg Stettler, Head, Institute of Tourism, Lucerne University of Applied Sciences and Arts
1000-1040	Networking Break
1045-1145	Panel Discussion: The world in 2029: opportunities or threats for the tourism and mobility industries? <ul style="list-style-type: none"> • Prof. Geoffrey Lipman, Assistant Secretary-General, World Tourism Organisation (UNWTO) • Prof. Peter M. Burns, University of Brighton • Duncan Pollard, WWF International • Eric Heymann, Deutsche Bank • Michael Hartmann, Siemens <p>Moderated by Dr. Jörg Bremer, Correspondent in Rome, Frankfurter Allgemeine Zeitung</p>
1215-1415	Lucerne city tour and lunch on a lake steamer
2. Session: Future Mobility (Swiss Museum of Transport, conference and workshop rooms)	
Moderator: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum	
1430-1445	Study presentation: The future of mobility and its impact on tourism (Part 2: Major Trends in Passenger Transport) Dr. Johannes Klühspies, PhD, Divisional Head of the "Mobility Competence Centre", Institute of Tourism, Lucerne University of Applied Sciences and Arts

1445-1515	<p>Briefing sessions: Latest developments in the mobility industry (workshop rooms)</p> <p>Air Angela Gittens, Director General, Airports Council International</p> <p>Rail Andreas Meyer, CEO, SBB</p> <p>Road Wolfgang Müller-Pietralla, Head of Future Affairs, Volkswagen</p>
1530-1700	<p>World Café: Are we ready for the challenges of the future? (Attendees from cross-industry groups to identify new issues, unexpected viewpoints and surprising solutions)</p> <p>Moderation: Prof. Martin Barth, General Manager World Tourism Forum Lucerne, Lucerne University of Applied Sciences and Arts</p>
1700-1730	<p>Discussion of the World Café results</p> <p>Moderation: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum</p>
from 1915	<p>Networking Cocktails (with your partner, if registered) Hotel Schweizerhof, Lucerne, Schweizerhofquai 3a</p>
1945-2230	<p>Gala Dinner at the Hotel Schweizerhof, Lucerne (with your partner, if registered) Welcome by Ambassador Michael Reiterer, Head of Delegation, Delegation of the European Commission to Switzerland</p>

Friday, April 24, 2009

(Special programme for your partner, if registered)

<p>3. Session: Developments, Markets and Opportunities (Swiss Museum of Transport, conference and workshop rooms)</p> <p>Moderator: Peter de Jong, TTSI, Travel and Tourism Strategies Inc., Bangkok</p>	
0830-0850	<p>Keynote speech: New markets and their opportunities His Excellency Senator Akel E. Biltaji, Chairman, Tourism & Heritage Committee Jordan</p>
0850-0905	<p>Study presentation: The future of mobility and its impact on tourism (Part 3: Major Consequences for Tourism Supply and Demand) Prof. Urs Wagenseil, Divisional Head of the "Tourism Competence Centre", Institute of Tourism, Lucerne University of Applied Sciences and Arts</p>

0915-1030	<p>Moderated workshops with expert input: Define your opportunities (Workshop rooms)</p> <p>Outgoing</p> <ul style="list-style-type: none"> • Dr. Christof A. Zuber, CEO, Hotelplan Group <p>Hotels/Resorts</p> <ul style="list-style-type: none"> • Maria Pütz-Willems, Editor in Chief, hospitalityInside.com • Prof. Dr. Kaye Chon, Director, School of Hotel & Tourism Management, The Hong Kong Polytechnic University <p>Destinations</p> <ul style="list-style-type: none"> • Christopher Rodrigues, Chairman, VisitBritain <p>Aviation/Airports</p> <ul style="list-style-type: none"> • Marcel Klaus, CEO and Board Member, Swiss International Air Lines • Pascal Huet, Director for Market Strategy, Market Research and Forecast, Airbus <p>Rail</p> <ul style="list-style-type: none"> • Mireille Faugère, CEO for long distance passengers and services and Member of the Board, SNCF • Siegfried Gerlach, CEO, Siemens Switzerland
1030-1100	Networking Break
1100-1200	<p>Plenary session: Yes, we are ready for the challenges of the future</p> <ul style="list-style-type: none"> • Dr. Christof A. Zuber, Hotelplan Group • Maria Pütz-Willems, hospitalityInside.com • Christopher Rodrigues, VisitBritain • Marcel Klaus, CEO and Board Member, Swiss International Air Lines • Mireille Faugère, SNCF <p>Moderation: Peter de Jong, TTSI, Travel and Tourism Strategies Inc.</p>
1200-1230	<p>Interview: Are today's students ready to meet the challenges of tomorrow?</p> <ul style="list-style-type: none"> • Prof. Dr. Kaye Chon, Director, School of Hotel & Tourism Management, The Hong Kong Polytechnic University • Rainer Ortlepp, Director, Communications and Marketing, Deutsche Seereederei • Ivàn Gallegos, Student, Lucerne School of Business <p>Interviewer: Dr. Björn Johansson, Chairman & CEO, Dr. Björn Johansson Associates Inc.</p>
1230-1345	Lunch featuring specialities from Central Switzerland
1345-1445	<p>Panel Discussion: Future investment strategies</p> <ul style="list-style-type: none"> • Samih Sawiris, Chairman and CEO, Orascom Development Holding SA • Alexander E. Lebedev, Chairman of the Board of Directors, JSC National Reserve Corporation • Joseph E. Gaukler, Executive Director UBS Portfolio Manager – European Hotel Fund • Peter Rothwell, CEO, Kuoni Travel Holding Ltd. • Bassam Salem, CEO Middle East & India, EFG Bank <p>Moderation: Casper Selg, Foreign Editor, Swiss Radio DRS</p>
1445	Farewell
from 1500	<p>Farewell cocktails (with your partner, if registered) transfer, transition to optional follow-up programme on Friday evening/Saturday</p>