

# WORLD TOURISM FORUM LUCERNE - Where global leaders in tourism, travel and hospitality meet the next generation 4 – 5 May 2017

## Young Talent Programme

### 1. About World Tourism Forum Lucerne

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 and by awarding the best Young Talents.

The Young Talent Programme is integrated in World Tourism Forum Lucerne as follows:

	<b>Top Leaders Public/Private Sector</b> (Business, Government, Finance)	<b>Academia</b> (Professors of the Forum's Partner Universities)	<b>Movers and Shapers</b> (Innovative start- up Companies)	<b>Next Generation</b> (Tomorrow's Industry Leaders)	<b>Young Talents</b> (Students of the Forum's Partner Universities)	<b>Tourism Stars</b> (Passionate and Enthusiastic people of the Industry)
<b>Reasons to attend the Forum</b>	Get ready for the future and the new generation	Initiative academic cooperations and exchange your ideas with the industry	Convince business angels and gain new customers	Accompany your CEO and network	Network and individually plan your career with experts	Network and individually coaching with tourism expert
<b>Awards @ the Forum</b>			Start-up Innovation Award (Forum Lucerne & Shanghai)	Next Generation Award (Forum Lucerne)	Young Talents Award (Forum Lucerne)	Tourism Star Award (Forum Shanghai)
<b>Involvement @ the Forum</b>	Think Tank	Academic Meeting Academia meets Industry	Presentation Innovative Business Concept	Next Generation Day	Career Planning Day Poster Discussion Session	Individual Coaching Session
<b>Activities in the years between</b>	Think Tank Talent Boost Coaching Start-ups	Evaluation Young Talents	Annually (Forum Lucerne & Shanghai)	Coaching Young Talents	Talent Boost Alumni Young Talents	

## **2. About the Young Talent Programme**

World Tourism Forum Lucerne is again looking forward to invite the best tourism students from its partner universities to attend the Young Talent Programme at the Forum in May 2017.

### **2.1 Goals of the Young Talent Programme**

The goals of the Young Talent Programme are to foster the exchange between the generations within the travel, tourism and hospitality industry as well as to sensitize the CEOs to the eminent issue of talent pipeline. By exchanging ideas with the Young Talents, participants of World Tourism Forum Lucerne can familiarise themselves with new approaches and gain fresh insights 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.

### **2.2 What you get of the Young Talent Programme**

The best students of the Forum's partner universities will be invited to the event including free participation (presentations, workshops, official breaks and meals), as well as participation in the special programme before the official opening of the Forum (tailor-made career planning workshop, paper discussion session) and the possibility to join the optional programme after the Forum (e.g. skiing, city tour). Thanks to the support of the Forum's Talent Management sponsors, the flight and accommodation will be paid. World Tourism Forum Lucerne will allocate a personal sponsor from the travel, tourism and hospitality industry to each participating Young Talent. This will be a major plus for the students as they will be in touch with an industry leader prior to the Forum and benefit from his know-how and network.

The winners of the Young Talent Programme will be purposefully integrated into the Forum's programme and will play an active role with different tasks such as moderation of a World Café group or be part of panel discussions, for example. The winners will have many opportunities to network and launch their professional career at the event. The networking dinner of the Forum will be dedicated to Talent Management, where the best Young Talents will be awarded with very attractive prizes. After the Forum, the Young Talents will get the chance of exchanging thoughts with a Next Generation participant, who is mentoring them. All Young Talents will be members of the WTFL Young Talents Alumni and get in touch with the Alumnis of all the WTFLs.

But not only the most potential students can profit from the Young Talent Programme. Everybody who is submitting an abstract, CV and the video (at the end of May 2016) will have the chance to apply for a three-month internship (Jan – March 2017) at the well-known Pacific Asia Travel Association (PATA) in Bangkok (see separate document).

### **2.3 How to qualify for the Young Talent Programme**

The most promising Young Talents will be recruited in collaboration with our partner universities and the international recruiting company Korn/Ferry. The recruiting process will be split into an academic and a practical part.

The process is as follows:

First, candidates will choose an industry-relevant topic within the travel, hospitality and tourism industry. It is required that the chosen topic is relevant for the industry, shows a considerable level of innovation and has a practical oriented view.

Second, candidates will then send a short abstract of the topic (see official call for papers for more details), a CV and a short video (see instruction for video) to Michèle Steinegger (michele.steinegger@wtflucerne.org) for approval. If the abstract and the video are positively evaluated, students 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 Lucerne.

All candidates whose paper is ranked top three at their university must then fulfil the official learning agility assessment of the international HR recruiting company Korn/Ferry. At this point, practical criteria will be evaluated in addition to the academic ones. The submitted papers (maximum three per partner university) will then be evaluated by a board of professors and the World Tourism Forum Lucerne.

Students who apply to the Young Talent 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
- Maximum age of 30 years
- Submit a paper and a video (see call for papers for details, the submitted paper can be based on the student's own Bachelor or Master thesis).

#### **2.4 How to apply for the 3-month internship at Pacific Asia Travel Association**

Submit your abstract, CV and video to the Forum at the end of May 2016. At the same time, also send a one-page motivation letter for the internship (reasons for your motivation, why you would be the perfect candidate, your career goals, your interests for the Asian Travel market and PATA). World Tourism Forum Lucerne will then forward the best applications to PATA. The internship will take place from January until March 2017 in Bangkok.

### **3. Benefits of the Young Talent Programme**

#### **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(s) and become adept at integrating the ideas when starting their career in the travel, tourism and hospitality 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 partner universities**

World Tourism Forum Lucerne disposes of an exclusive circle of renowned partner universities all over the world. Partner universities can benefit from this network in different ways:

- Exchange of research ideas as well as conjoint projects
- A partnership with the well-known World Tourism Forum Lucerne helps the partner universities to market their institution internationally and to increase their awareness level

Two side-events had been launched: a) At the Academic Meeting representatives of the partner universities meet regularly and exchange, collaborate and research conjointly on various projects, b) At the Academic Meets Industry Meeting representatives of the partner universities meet managers of the Industry for an exchange of ideas.

## **4. About the partner universities**

### **4.1 Overview partner universities 2017**

The Forum's partner universities are an exclusive circle of chosen schools, which are all worldwide very well positioned in the travel, tourism and hospitality industry. They all have shown an extraordinary commitment to promoting Young Talents.

The following partner universities and professors are committed for the Young Talent Programme 2017:

- Lucerne University of Applied Sciences and Arts (Prof Dr Julianna Priskin)
- University of Queensland, Australia (Dr Gabrielle Walters)
- University of Sao Paulo, Brazil (Prof Mariana Aldrigui)
- Polytechnic University of Hong Kong, Hong Kong (Prof Kaye Chon)
- Mahidol University, Thailand (Mr Chanin Yoopetch)
- University of Johannesburg, South Africa (Dr Diane Abrahams)
- Ecole hôtelière de Lausanne, Switzerland (Mr Jérôme-Francois Bizière)
- Hochschule Harz, Germany (Prof Louisa Klemmer)
- Universidad de Monterrey, Mexico (Dr Blanca Alejandra Camargo)
- East China Normal University, China (Prof Yong Yang)
- University of Surrey, United Kingdom (Prof Graham Millar)
- Sekolah Tinggi Pariwisata Bandung (STP), Indonesia (Dr Anang Sutono)
- MODUL University, Austria (Prof Dr Dagmar Lund-Durlacher)
- IMI, Switzerland (Prof Theodore Benetatos)
- Azerbaijan Tourism University, Azerbaijan (Mr Jafar Jafarov)
- Singapore Institute of Technology, Singapore (Prof David Jones)
- University of St. Kliment Ohridski from Bitola, Macedonia (Mr Sasho Korunovski)
- Botho University, Botswana (Mr Simon Lloyd)
- University of Waterloo, Canada (Mr Daniel Scott)
- North-Caucasus Federal University, Russia (Prof Alina Levitskaya)

### **4.2 Requirements of the partner universities 2017**

Partner universities who participate in the Young Talent Programme must meet the following requirements (see schedule on page 5 for details):

- Appoint a professor in tourism who is willing to evaluate the papers of the university's own students
- Support own students to find an innovative and industry-relevant topic
- Evaluate students papers (own students and from partner universities)
- Commit to be part of an international Forum and promote World Tourism Forum Lucerne in their own country
- Media-related support in their country

Partner universities will cover the expenses involved in evaluating the papers themselves. In exchange, World Tourism Forum Lucerne will offer the professors (one person per partner university) free participation in the Forum (travel and accommodation excluded).

In return for this free-of-charge participation, World Tourism Forum Lucerne expects the partner universities to promote the Forum in their home country's industry and politics to increase attendance at the Forum.

## 5. Schedule of the Young Talent's recruiting process

<b>Task</b>	<b>Who</b>	<b>Deadline</b>
Information to partner universities about the Young Talent Programme	WTFL	Begin of February 2016
Information to students about Young Talent Programme (Presentation in classes, select students)	Professors partner universities	February 2016
Looking for a topic to participate in the Young Talent Programme	Students	February – April 2016
Submission of abstract, CV and video to WTFL	Students	May, 30 <sup>th</sup> 2016
Send motivation letter for the PATA internship to the Forum	Students	May, 30 <sup>th</sup> 2016
Information to students if abstract and video are accepted	WTFL	June, 30 <sup>th</sup> 2016
Submission of papers to home university	Students / professors partner universities	September, 30 <sup>th</sup> 2016
Evaluation of internal papers and submission of the three best papers to WTFL	Professors partner universities	November, 15 <sup>th</sup> 2016
Learning agility assessment for students with candidates of the three best papers	Korn/Ferry & Students	November, 30 <sup>th</sup> 2016
Evaluation of three papers of another WTFL partner university	Professors partner universities	December, 15 <sup>th</sup> 2016
Invitation sent to the Young Talents	WTFL	December, 30 <sup>th</sup> 2016
Submission of poster for exposition at the Forum	Students	February, 28 <sup>th</sup> 2017
Participation World Tourism Forum Lucerne	WTFL	May, 4-5 <sup>th</sup> 2017

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