

# World Tourism Forum Lucerne

## Next Generation Leaders Day 2019



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## 1. Next Generation Leaders Day 2019 – Topic

Based on the topic of World Tourism Forum Lucerne 2019, Next Generation Leaders addressed issues of human involvement in an increasingly digital and automated working environment. The main topic of the NGL Day was digitalization, one of the major disruptive forces in the tourism, travel and hospitality industry. The main goal of the Next Generation Leaders Day was to provide an environment in which the members of the group are inspired, learn from each other and enable each other to tackle challenges they face at their workplace.

## 2. Next Generation Leaders Day 2019 – Programme

The Programme of the Next Generation Leaders Day started on Wednesday, 1 May 2019 at the Quadrin, KKL Culture and convention Center with an introduction and a short input on the topic around transformation of companies by Hester Bosma, Senior Project Manager, Etventure GmbH. By this, Hester Bosma means: Digitalization or technology itself never disrupted an industry – an industry gets disrupted by new players having a radical customer focus. Therefore, in order to remain relevant in a world of digitalization, truly think about what your customer wants and needs, and use digitalization as a tool, not the solution. After the short input, the participants discussed in groups about the following topics on specific questions:

- The future of the workforce in a newly digitalized world
- Creating value in the newly digitalized world
- The role of the government in the digitalization process
- Sustainability and digitalization

On Thursday, 2 May 2019 the Next Generation Leaders Day started at Swiss Museum of Transport in Lucerne with a quick tour of the Red Bull Media World by Isabelle Hen-Wollmarker, Head of Red Bull Media World, Red Bull. While one group was shooting some introduction examples, the other groups tried out various new and traditional media. Afterwards, the groups prepared their pitch presentation about the topics above and tried to answer the specific questions. They were supported by Hester Bosma, Isabelle Hen-Wollmarker and Gabrielle Wanzenried, Professor Master of Science, Lucerne University of Applied Sciences and Arts. Finally, each team had 15 minutes to shoot their pitch in the Studio of the Red Bull Media World. As a result, a film was created including the statements of the participants, which were showed on the main stage of World Tourism Forum Lucerne 2019.



### Wednesday, 1 May 2019

17:00 – 17:15	Welcome and Introduction Next Generation Leaders Day
17:15 – 17:25	Icebreaker
17:25 – 17:30	Setting the scene
17:30 – 17:45	Clustering challenges and ideas
17:45 – 17:50	Introduce 4 themes & key questions
17:50 – 18:20	Define format in group
18:20 – 18:30	Plan for tomorrow
19:00	Beach Club Party at Hotel Montana

### Thursday, 2 May 2019

08:00 – 09:00	Welcome Intro & Quick Tour of the Media World
09:00 – 10:00	Pitch Preparation in groups
10:00 – 10:30	Coffee Break
10:30 – 11:30	Shoot Pitch from each group
11:30 – 12:00	Fun Time – Media World
12:00 – 12:30	Departure: Europcar – Shuttle to KKL Luzern
<b>12:30 – 13:45</b>	<b>WTFL 2019 – Welcome Lunch</b>
13:45 – 18:30	World Tourism Forum Lucerne 2019
19:15 – 22:30	Dinner hosted by Ras al Khaimah & Young Talent Award

## 3. Next Generation Leaders Day 2019 – Outcome



### Digitalization & People

The world is more complex than ever before and the issues require collaboration and new solutions that will enable the long-term sustainability. Both, from an environmental perspective but also in terms of people. In that context, the three most valuable skills for the future are: humanity, which includes empathy and communications; creativity, which includes innovation, connecting the dots and the complex problem solving; and agility and openness to change, part of which is tec readiness but also the sustainability.

#### *Statement of group 1*

*Eddie Irene Nthenya, Larbig Christine, , Misrahi Tiffany*





### Digitalization & Value Creation

The travel industry has always been an interaction from human to human. The digitalization and technology could endanger that interface. Within the hype of digitalization, the challenge is to find the right equilibrium between too little and too much. We should not forget the digitalization is not the solution but a tool for creating value. This means that digitalization can enhance both, the experience on a consumer and the increase of positive impact in the destination. So now, let's get our hands dirty and humanize the technology.

*Statement of group 2*

*Nibigira Carmen, Nikolova Gergana, Theler Luc*



### Digitalization & Government

To enable, empower and inspire the role of the government in the area of digitalization. To enable means to establish innovative comprehensive policies and regulatory instruments while developing the digital infrastructure and enhance connectivity in order to create a digital enabling environment. To empower is to equip the young generations with the necessary technical skills and promote the entrepreneurship environment and enhance its competitiveness ...

*Statement of group 3*

*Kolkaila Ala'a, Jacinta Nzioka, Pallmer Christian,*



### Digitalization & Sustainability

Sustainability and digitalization are two key areas surrounding the tourism industry. How do we ensure these two aspects become opportunities for businesses rather than challenges? Our industry needs an out of the box approach to sustainability and digitalization gives us the opportunity to do that. But we have got to challenge ourselves and our customer mind-sets beyond what we currently do today. For instance offering digital platforms, such as mobile apps and reducing unnecessary waste of resources. Digitalization already plays a major role in shaping business processes and efficiency. However, now digitalization needs to be the forefront of shaping our sustainable solutions for the industry.

*Statement of group 4*

*Brennan Courtney, Elliot Donovan, Mohamed Khater*



#### 4. Panel - The Next Generation Leaders' view of digitalisation



**The young start-ups are a great example of fostering innovation. The travel, tourism and hospitality industry definitely has room for innovation, but do you think it is often a problem to find that innovative Next Generation Leader?**

Well, I think that there is a lot of innovation around us. I think the conference does a good job at showcasing that and we are also felt the inspiring energy today. I think what is important though is not to take it for granted. You know innovation is cool because you work with it, and you always have to communicate the fact that there are fun things to do in any kind of industries and place that involve innovation. Thus, I believe it is very important that you know what kind of talent you are looking for. You should communicate the opportunities that innovation can bring and plan your team, in order to get a Next Generation to come to your company. Do not forget that you are competing with a lot of other really cool companies and industries.

*Isabelle Hen-Wollmarker*  
*Head of Red Bull Media World, Red Bull AG*



**What was your biggest take-away message of the Next Generation Leaders Day 2019? Did you have an "AHA" moment?**

What I found really interesting was the following. We asked the Next Generation Leaders to come up with the biggest opportunities and challenges that they are seeing in terms of digitalization in their own company and in their own industry. The people were from widely different places all over the world and they came from a wide variety of companies from the tourism industry. However, the challenges and the opportunities that they saw in digitalization were actually very similar, no matter what their background was. That was for me a really AHA-moment. Digitalization is really something that effects everybody around the world.

*Hester Bosma*  
*Senior Project Manager, Etventure GmbH*



## 5. Next Generation Leaders Day – Partner 2019



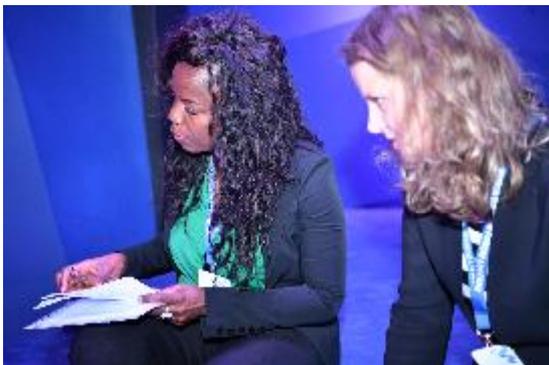
## 6. Key dates

Submission - Preparation Task to WTFL	24 April 2019
Next Generation Leaders Day 2019	1 – 2 May 2019
World Tourism Forum Lucerne 2019	2 – 4 May 2019
Presentation Video – NGL's view of disruption	2 May 2019

## 7. Next Generation Leaders – Tandems

Company	CEO / Minister / Executive	Next Generation Leaders
Ministry of Tourism Egypt	Rania Al-Mashat	Ala'a Kolkaila
Ras Al Khaimah Tourism Development Authority	Haitham Mattar	Khater Mohamed
Kenya Tourism Board	Najib Balala	Jacinta Nzioka
World Travel & Tourism Council	Gloria Guevara	Tiffany Misrahi
Hapimag AG	Hassan Kadbi	Luc Theler
The Travel Corporation	Bret Tollman	Donavan Elliot
Adventure Travel Trade Association	Shannon Stowell	Nikolova Gergana
Lucerne University of Applied Sciences and Arts	René Hüsler	Christine Larbig
Swisscontact	Veronika Schanderl	Christian Pallmer
Horwath HTL	Frank Mustaff	Carmen Nibigira
Hotel Mare Pineta resort	Armando Salvemini	Irene Nthenya Eddie
Fun Over Fifty Travel & Tours	Toni Brennan	Courtney Brennan

## 8. Impressions



*The Next Generation Leaders Day presented an excellent opportunity to meet not only other like-minded young professionals from various backgrounds and different parts of the globe but also to exchange thoughts and perspectives with executives that otherwise would be difficult to meet and have a casual conversation with.*



*Gergana Nikolova,  
Adventure Travel Trade Association*



*I think the Next Generation is really critical in determine the landscape of the future businesses and industries and this is why they should definitely be involved in these discussions.*

*Luc Theler, Hapimag AG*



## 9. Outlook

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place every second year in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

Next Generation Leaders are young employees with high career potential. They will be given the chance to accompany their CEOs in order to exchange ideas and discuss the challenges of the future with leaders in the tourism industry.

### **Next Generation Leaders Day 2019**

The Next Generation Leaders Day will start in February/March 2021 to a specific topic, which will be chosen by the end of 2020. The Next Generation Leaders Day takes places on 28 - 29 May 2021 before the 7<sup>th</sup> World Tourism Forum Lucerne on 28 – 30 April 2021.

Martin Barth  
President & CEO World Tourism Forum Lucerne

Lucerne, 29 May 2019