

Name and address of university	Hochschule Luzern (HSLU) - Lucerne University of Applied Sciences and Arts, Institute of Tourism & Mobility (ITM) Roesslimatte 48, CH-6002 Lucerne, Switzerland. www.hslu.ch/business
Contact	 Prof. Dr. Fabian Weber fabian.weber@hslu.ch
Short description of university	The Lucerne University of Applied Sciences and Arts is the university of applied sciences of the six Central Swiss cantons. More than 7,800 students are working towards a Bachelor's or a Master's degree, while an additional 4,700 participate in continuing and executive education programs. The Lucerne University of Applied Sciences and Arts fulfils its mandate in the four areas of education, continuing and executive education, applied research and development, and services.
Relevant Faculty/ department	Lucerne School of Business
Study programme(s) in (sustainable) tourism	Bachelor of Science in International Business Administration Major Tourism & Hospitality Management Bachelor of Science in Business Administration Major Tourismus Master of Science in Business Administration, Major International Tourism Management
Duration and ECTS of programme(s)	Bachelor: 3 years (full-time) or 4 years (part-time), 180 ECTS Master: 2 years, 90 ECTS
Language(s) of instruction	Bachelor: English and German Master: English
Keywords describing programme(s)	Destination management, sustainable tourism development, tourism economics, event management, hospitality management, tourism products & services, tourism marketing, digital tourism, health & sport tourism, tour operating & travel
(Sustainable) tourism research/transfer institute (if any)	Institute of Tourism and Mobility (ITM) www.hslu.ch/itm
Research/transfer topics	<ul style="list-style-type: none"> - Tourism and Sustainable Development - Sustainability Strategies & certifications

	<ul style="list-style-type: none"> - Destination Management & overtourism - Digitalisation in Tourism - Hospitality Management - Consumer behaviour - Sport events and economics - Mobility studies
<p>Selected research projects on sustainable tourism</p>	<p>Swisstainable. The Sustainability program of Swiss Tourism Commissioned by Switzerland Tourism, the Lucerne University of Applied Sciences and Arts developed a the sustainability programme for Swiss tourism. A guideline and supporting documents were developed to support tourism service providers in implementing the programme, which includes three different levels. The programme builds on existing sustainability labels and certifications and provides support for tourism businesses on their way to a more sustainable tourism. (11/2020 – 06/2021)</p> <p>Innovation Generator. Innovative projects for a sustainable tourism. The Innovation Generator project aimed to develop innovative ideas for sustainable tourism in the Swiss Alpine region and to derive concrete projects from them. Almost 50 project ideas were generated and submitted. The Innovation Generator promoted exchange and enabled co-creation and new partnerships. The initiators were supported in an advisory capacity and the promising projects were also financially supported in the further development of the idea. The Lucerne University of Applied Sciences and Arts accompanied the project together with other partners through the two phases of generating project ideas and developing business plans. (01/2021 – 01/2023)</p> <p>Unbalanced tourism growth at destination level – Root causes, impacts, existing solutions and good practices (1/2021 – 06/2022) The project on behalf of the Executive Agency for Small and Medium-sized Enterprises (EASME) of the European Commission analysed the phenomenon of overtourism in different geographic environments ranging from urban to mountain areas. 15 case studies were conducted throughout Europe with the aim to gain deeper insights into specific circumstances and to identify possible solutions. A further focus was on developing a measurement system to determine the risk of overtourism and to monitor the effect of mitigation strategies.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>The Institut of Tourism and Mobility works closely with the industry.</p> <p>In the field of education, we implement many practical projects working on real cases together with industry partners. For our students in their final year, we also offer a mentoring programme that allows them to gain working experiences already during their studies. Furthermore, we provide several online and on-site courses for practitioners.</p> <p>In the area of research and consulting, most projects are commissioned by industry partners. In addition, we develop sustainability strategies for companies or accompany businesses to sustainability certifications.</p>

	<p>The ITM is also a member of several international networks such as for example TRIANGLE (European knowledge alliance for sustainable tourism), the Global Sustainable Tourism Council (GSTC), UNWTO World Tourism Organization - Knowledge Network or BEST EN Building Excellence in Sustainable Tourism - Education Network.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>Through the close cooperation with partners on different levels, the ITM has a wide national and international network of destinations, tourism businesses, partner universities, clients for research or consulting projects as well as various committees, boards and juries.</p> <p><u>HEIs and other training institutions</u></p> <p><i>TRIANGLE partners</i></p> <ul style="list-style-type: none"> • HNEE, DE • IREST/Sorbonne, FR • Boku Vienna, AT • Algarve, PT • Breda, NL • Lucerne, CH • Suceava, RO • Budapest • Cyprus • Rzeszów, PL • University of Sofia, BG • Akdeniz University, TR • Università della Svizzera Italiana, CH <p><u>Tourism associations and individual companies</u></p> <ul style="list-style-type: none"> • Switzerland Tourism • Swiss Tourism Federation • HotellerieSuisse • GastroSuisse • Schweizer Reise-Verband • Etc. <p><u>Businesses and organisations</u></p> <ul style="list-style-type: none"> • Swiss Tourism Destinations • Swiss Tourism Businesses • TourCert (Sustainability Certification for Tourism Businesses and Destinations) • Fairunterwegs • Etc.

	<p><u>International Associations</u></p> <ul style="list-style-type: none">• UNWTO World Tourism Organization - Knowledge Network (Affiliate Member)• Global Sustainable Tourism Council (GSTC)• BEST EN Building Excellence in Sustainable Tourism - Education Network• TRIANGLE European Knowledge Alliance for Sustainable Tourism• Futouris (Sustainability Initiative of German tourism industry)• AIEST International Association of Scientific Experts in Tourism• ICRET International Center for Research and Education in Tourism
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