



Jubilee Conference 2021
Shaping tourism futures – acknowledging learnings from the past

Lucerne, Switzerland
August 29 - September 01, 2021

Program, draft as of July 21, 2021

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SUNDAY, 29 August 2021: RESEARCH SEMINAR and CONFERENCE WELCOME RECEPTION

Time	Event
13:00 – 14:00	<p>Research Seminar Part 1 (Annals Workshop): How to publish in top journals Location: Radisson Blu Hotel, Lakefront Centre, 6005 Luzern Chair: Laesser</p> <p><i>Smeral, Laesser:</i> How to publish in top journals, such as Annals, Tourism Economics. Etc.</p>
14:00 – 14:30	<p>Coffee break</p>
14:30 – 16:30	<p>Research Seminar Part 2: Student presentations Location: Radisson Blu Hotel, Lakefront Centre, 6005 Luzern Chair: Laesser Discussants: Senior academics</p> <p>Student presentations (10')</p> <p>Guidelines: Please focus on the following contents: - What is your research about? (Description) - Why are you pursuing this topic? (Rationale) - How are you implementing this research endeavour? (Research design and methodology)</p>
17:00 – 19:00	<p>AIEST Committee Meeting (Committee Members only) Location: Radisson Blu Hotel, Lakefront Centre, 6005 Luzern Chair: Pechlaner</p>
19:00 – 22:00	<p>Conference Welcome Reception & Registration Location: tbd</p>

MONDAY, 30 August 2021 morning: OPENING, KEYNOTE, CONTEST OF FRESH IDEAS

Time	Event
08:30 – 09:00	<p>Registration for conference Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne</p>
09:00 – 09:45	<p>Official opening of the 69th Aiest Conference and welcoming addresses Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Laesser</p> <p><i>Harald Pechlaner, President of Aiest</i> <i>Jürg Stettler, Host of 2021 Aiest Conference</i> <i>Franziska Bitzi Staub, City Councilwoman of Lucerne (Head of Finance Department)</i> <i>Christine Böckelmann, Dean of Lucerne School of Business, Lucerne of Applied Sciences and Arts</i></p>
09:45 – 10:45	<p>Keynote Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Pechlaner</p> <p><i>Mme Ambassador Marie-Gabrielle Ineichen-Fleisch:</i> Liberalism, Federalism, self-responsibility – the way of Swiss Tourism through the pandemic</p> <p><i>Aiest Response:</i> Economic survival in/ of the tourism sector: Learnings from Aiest colleagues</p>
10:45 – 11:15	<p>Coffee Break Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne</p>
11:15 – 12:15	<p>Contest of Fresh Ideas Awards Presentation Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne</p> <p>Chair: Laesser</p> <p><u>2nd runner-up:</u> <i>Lea Rubenbauer, Charlotte Schweitzer:</i> The suSTAYnable Guestcard</p> <p><u>1st runner-up:</u> <i>Julia Martin, Elisa Hallschmid:</i> Eco Points</p> <p><u>Winner:</u> <i>Katrin Hörmann, Patrizia Frimmer:</i> The Last Mile</p>

MONDAY, 30 August 2020 afternoon: Excursion, AGM, and Jubilee Dinner

Time	Event
12:15 – 12:30	Collect your lunch pack for consumption on the way Location: Conference venue
12:40 – 17:00	Afternoon excursion Converging awareness of history with innovation for future - The Stanserhorn Funicular and Cabrio Cableway <ul style="list-style-type: none">- 12:40 Departure (walk) from conference venue to Lucerne station- 12:57 Lucerne station, track 14: train S4 departs to Stans- 13:18 Arrival at Stans station Welcome by Stanserhorn Bahn CEO Jürg Balsiger Short walk to Stanserhorn base station- 13:30 Departure to Stanserhorn peak station; arriving 13:54 Explore the peak with the CEO and local rangers- 15:15 Aperitif with snacks- 15:55 Departure to Stanserhorn base station; arriving at 16:19 Walk to Stans train station- 16:40 Stans station, track 2: train S4 departs to Lucerne- 17:02 Arrival at Lucerne
17:30 – 19:00	AIEST AGM Location: Maskenliebhaber-Gesellschaft der Stadt Luzern , Süesswinkel 7, 6004 Luzern Chair: Pechlaner

MONDAY, 30 August 2021 evening: DINNER and NIGHTCAP

19:30 – 22:00	AIEST JUBILIEE DINNER Location: Maskenliebhaber-Gesellschaft der Stadt Luzern , Süesswinkel 7, 6004 Luzern Chair: Pechlaner
22:00 – open	Nightcap Location: upon decision by the delegates

TUESDAY, 31 August 2021 day: SESSIONS (25' Slot per contribution, including presentation and discussion)

Time	Event
08:15 – 10:00	Session 1: tbd Location: Lucerne School of Social Work , Inseliquai 12B, 6002 Lucerne Chair: tbd
10:00 – 10:30	Coffee Break Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne
10:30 – 12:15	Session 2: tbd Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: tbd
12:15 – 13:15	Lunch Location:
13:15 – 15:00	Session 3: tbd Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: tbd
15:00 – 15:30	Coffee Break Location: Lucerne School of Social Work
15:30 – 17:00	Session 4: tbd Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: tbd
17:00 – 17:15	Short break
17:15 – 18:30	Session 5: tbd Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: tbd

TUESDAY, 31 August 2021 evening: ACTIVITY, DINNER and NIGHTCAP

19:00 – 22:00	Dinner Location : Kulturhof Hinter Musegg, Diebold-Schilling-Strasse 13, 6004 Luzern
22:00 – open	Nightcap Location:

WEDNESDAY, September 01, 2021 morning: SESSION

Time	Event
08:15 – 10:00	Session 6: tbd Location: Lucerne School of Social Work , Inseliquai 12B, 6002 Lucerne Chair: tbd
10:00 – 10:30	Coffee Break Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne
10:30 – 12:10	Session 7: tbd Location Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: tbd CONSENSUS SESSION (alternatively)

WEDNESDAY, 01 September 2021 afternoon and evening: TECHNICAL EXCURSION and DINNER with Award presentation

Time	Event
12:10 – 12:30	Collect your lunch pack for consumption on the way Location: Conference venue
12:45 – 22:00	Technical Excursion (incl. Dinner with Award presentation) Dealing with attractive force and its tourism related ramifications – The Rigi mountain experience Location: Lake Lucerne and Rigi Mountain (Rigi Staffel) Chair: Stettler <ul style="list-style-type: none">- 12:40 Departure (walk) from conference venue to Lucerne harbour- 13:12 Lucerne harbour, gate 1: boat departs to Vitznau- 14:09 Arrival at Vitznau † Very short walk to Rigi Railway base station- 14:15 Rigi Railway Base Station Vitznau; cogwheel train departs to Mount Rigi- 15:00 Arrival at Rigi Kulm (Peak Station) † Walk (< 1h) to Rigi Staffel (walk can be replaced by train)- 16:00 Welcome by Frédéric Füssenich, CEO Rigi Railway- 16:00: Presentation and discussions (until 18:30)- 18:30 Conference Dinner and Awards at LOK7 restaurant- 20:10 Rigi Staffel Station: cogwheel train departs to Vitznau- 20:40 Arrival at Vitznau † Very short walk to Bus stop- 20:53 Bus departure to Lucerne † Change to train on the way (at Küssnacht)- 21:53 Arrival at Lucerne train station