

The new Master of Arts in Sustainable Leisure Management, in conjunction with our World Leisure Centre of Excellence is pleased to introduce our first Visiting Scholar, Tobias Luthé. Tobias, Senior Researcher at the University of Applied Sciences in Switzerland comes to us as part of our mandate to offer both our students and our community the opportunity to learn from the experiences and research of our global scholars, by public presentations.

Sustainable consumption – innovating products and behaviour: the case of tourism in the European Alps

Today's challenges of designing and managing a complex world require innovations in how economies and markets function. Global environmental change further increases the pressure on societal transitions to design resilient and more sustainable economies. As one example, tourism in the European Alps is of highest regional economic importance while being a saturated industry suffering from climate change and socio-economic developments. Current efforts to increase adaptive capacity focus on maintaining a status quo – clearly lacking innovation and pioneering developments. The Alps have a history though of pioneering success in tourism, such as the train up to the Eiger or the gondola to the Klein Matterhorn. Fresh ideas are needed now to develop an industry that is resilient to change, and that understands change as an opportunity to innovate in both products and services. Such a step requires behavioral changes from all stakeholders, on the production and the consumption side. Sustainable consumption is a paradigm of growing importance that allows to fuel necessary market innovations that can drive Alpine tourism to become more sustainable. This presentation discusses examples of new products and market developments in the tourism industry of the Alps both from a qualitative and a quantitative angle.

Date: September 27, 2011

Meet and Greet: 6:00 – 7:00 pm (Building 355-211)
(light refreshments will be provided)

Presentation: 7:00 – 9:00 pm (Building 355-203)



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