

PRESS RELEASE

Innosuisse co-funds CHF 5.5m flagship project to promote resilience and innovation in Swiss tourism

Lausanne, 18th July 2022 – Leading Swiss universities and tourism actors are coming together in a flagship project to improve resilience, competitiveness and innovation in Swiss tourism. EHL Hospitality Business School is coordinating the CHF 5.489 million project, co-funded by Innosuisse, on behalf of six academic institutions and 32 diverse industry partners.

The Resilient Tourism project, promoted by leading Swiss academic institutions is funded by [Innosuisse](#) and contributing partners such as SBB, Swisscom, HotellerieSuisse and more (see full list of partners below). It aims at supporting the datafication of the travel sector in Switzerland.

The flagship initiative is built around four independent but interconnected projects aiming at creating a National Data Infrastructure for Tourism to connect data producers and providers with data users (1st project) in order to develop innovative services, business models and processes (2nd project) to design resilient tourism systems in line with the objectives of the UN Sustainable Development Goals (3rd project). This will be supported by the coordination, orchestration and communication of existing experiences in order to leverage current knowledge among all tourism stakeholders in Switzerland and produce shared knowledge (4th project).

This improved data intelligence strategy will strengthen the competitiveness, resilience and sustainability of the tourism ecosystem in Switzerland.

The flagship tourism project will help organisations to:

- Make tourism-relevant data visible and more easily accessible and hence, provide an important foundation for future data-informed, visitor-focused decisions
- Identify opportunities to adapt or introduce new business models, in response to changing consumer behaviour
- Conduct stress tests and design resilient tourism systems in line with the UN Sustainable Development Goals (SDG)
- Share knowledge and insights across the industry, boosting innovation and competitiveness

The four-year initiative will be organized in four complementary sub-projects:

- 1. National Data Infrastructure for Tourism – led by Lucerne University of Applied Sciences and Arts (HSLU)**

Andreas Liebrich, Professor at the Institute of Tourism, HSLU, said: “Many data points in tourism and related industries are a blind spot for tourism professionals. This project will make key data visible and usable to drive efficiencies and innovation.”

2. Designing digitally supported services, business processes and business models – led by University of St Gallen (UNISG)

Christian Laesser, Professor for Tourism and Service Management, UNISG, said: “By bringing together experts from academia and business, we intend to design new business models which enhance margins and profitability, and at the same time create increased value for guests.”

3. Analysing and designing resilient tourism systems with the backdrop of SDG – led by University of Applied Sciences and Arts of Western Switzerland, Valais (HES-SO VS)

Roland Schegg, Professor at the Institute of Tourism, HES-SO VS, said: “Global crises such as the Covid pandemic show that we need a deeper understanding of systemic risk factors in local and regional tourism, so that destinations are better equipped to cope with uncertainty. Our research will contribute to regional innovation policies and investment strategies.”

4. Coordination, Orchestration and Communication – led by EHL Hospitality Business School & Institute for Tourism and Leisure, FH Graubünden

Alessandro Inversini, Professor at EHL, said: “There is a huge amount of knowledge and expertise across the Swiss tourism industry, but we need to ensure it is shared and leveraged for the benefit of all. That means listening to the needs of our front-line industry partners and working together to build an open, collaborative and resilient future for Swiss tourism and the whole hospitality industry.”

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About InnoSuisse Swiss Innovation Agency:

Innosuisse's role is to promote science-based innovation in the interests of industry and society in Switzerland. It especially promotes the partnership between academia and the market with innovation projects, networking, training and coaching, laying the groundwork for successful Swiss start-ups, products and services.

About EHL Group:

EHL Group is the global reference in education, innovation and consulting for the hospitality and services sector.

With expertise dating back to 1893, EHL now offers leading educational programs ranging from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. The EHL Group also provides consulting and certification services to companies and learning centers around the world.

True to its values and committed to building a sustainable world, EHL is committed to providing education, services and working environments that are people-centered and open to the world.

www.ehlgroup.com

About the University of Applied Sciences of the Grisons :

As an agile university, the University of Applied Sciences of the Grisons promotes dynamic thinking and proactive action. Thanks to this mindset, it is boldly and sustainably helping to shape the future. It trains its more than 2,400 students to become highly qualified, responsible individuals. The UAS Grisons offers a range of bachelor's, master's and further education programmes in Architecture, Civil Engineering, Computational and Data Science, Digital Science, Digital Supply Chain Management, Management, Mobile Robotics, Multimedia Production, Photonics, Service Design and Tourism. Teaching and research at the UAS Grisons are interdisciplinary in nature and geared towards practical challenges in business and society. The participation of all university members contributes to the further development of quality and the university as a whole.

About HES-SO Valais-Wallis :

With its eleven degree programmes, two study programmes and nine research institutes, the HES-SO Valais-Wallis - University of Applied science Western Switzerland Valais is a leading hub of skills and innovation, preparing students for the world of work with courses that place the emphasis on the practical. As a true centre of excellence and innovation, the HES-SO Valais-Wallis has nine research institutes dedicated to

applied research and development (R&D). The research conducted at these institutes serves to continuously update the training provided with the latest findings and to promote the transfer of knowledge and the sharing of expertise. The HES-SO Valais-Wallis run various projects both within and between disciplines in collaboration with industry partners and with other universities in Switzerland and abroad.

About HSLU:

The [Institute for Tourism and Mobility ITM](#) employs more than 25 individuals that conduct research in the fields of tourism, mobility and sustainability. The institute runs programs to educate prospective tourism professionals, advises practicing tourism and mobility specialists. Digitization has been a topic in all research fields of the institute for 20 years. Its team is a balanced mix, composed of young researchers as well as experienced professionals and scholars. They teach the major programs at Masters and Bachelors level in English and German.

The Institute for Tourism and Mobility ITM belongs to the [Lucerne School of Business](#) which is *the* center for management education in Central Switzerland. It counts more than 1,700 students in degree programs and around 2,200 participants in executive education programs.

About ICARE :

Innosuisse-accredited research institute, Icare offers innovative IT solutions in various fields of artificial intelligence (computer vision, machine learning) and data management (big data, data mining, time series), adapted to the hardware constraints imposed by the projects.

Beyond its academic dimension, Icare Institute is keen to respond to the concrete business needs of its partners and clients, through the implementation of complete solutions, systematically aiming for long-term deployment, integrated into a production environment, in order to provide real added value.

About the IMP-HSG:

The Institute for Systemic Management and Public Governance at the University of St.Gallen (IMP-HSG) has existed under different names since 1941. The Institute is currently composed of the three research centers Tourism and Transport, Regional Science and Public Management. With about 50 employees from the disciplines of business administration, economics and regional economics, as well as political and administrative science, the institute works in scientific research, university education and training, and in the area of services for private companies and public institutions.

The Tourism and Transport Research Center deals with business and economic issues in tourism and transport. It contributes to the understanding of the complex

interrelationships in these industries and optimizes the management and marketing of tourism and transport companies. The work of applied research and consulting focuses on destination management, consumer behavior, management between state and market, and service management.

www.imp.unisg.ch

Full List of Research Partners

Legal Name	Acronym <i>(Alphabetical order)</i>
EHL Hospitality Business School member of University of Applied Sciences and Arts Western Switzerland (HES-SO), represented by Prof. Dr. Alessandro Inversini, Prof. Dr. Meng-Mei Maggie Chen	EHL
Institute for Tourism and Leisure Research (ITF), University of Applied Sciences of the Grisons, represented by Prof. Dr. Jan Mosdale and Dr. Yves Staudt DAViS, Center for Data Analytics, Machine Learning, Simulations, Big Data and Visualization, University of Applied Sciences of the Grisons, represented by Prof. Dr. Heiko Rölke and Dr. Yves Staudt	FHGR
Institute of Tourism (ITO) and Institute of Entrepreneurship & Management (IEM), Institute of Information Systems (IIS) of HES-SO Valais-Wallis, member of University of Applied Sciences and Arts Western Switzerland (HES-SO), represented by Francesco Maria Cimmino, Dr. Davide Calvaresi, Prof. Dr. Jean-Christophe Loubier, Prof. Dr. Roland Schegg and Prof. Andreas Zenhäusern	HES-SO VS
Institut für Tourismus und Mobilität (ITM), Hochschule Luzern represented by Prof. Dr. Nicole Stuber-Berries, Prof. Dr. Andreas Liebrich, André Golliez	HSLU
Icare Institut de Recherche en Informatique, represented by Olivier Crettol	ICARE
Research Center for Tourism and Transport at the Institute for Systemic Management and Public Governance at the University of St. Gallen, represented by Prof. Dr. Christian Laesser and Prof. Dr. Pietro Beritelli	UNISG

Full List of Industry Partners

Legal Name in alphabetical order	Acronym or short name
Amt für Wirtschaft und Tourismus Graubünden	AWT
Anniviers Tourisme	AT
APG SGA, Allgemeine Plakatgesellschaft AG	APGSGAAPAG
Basel Tourism	BST
Crans-Montana Tourisme & Congrès	CMT
Discover.swiss AG	DISCOVER
Federal Office of Transport	FOT
Federal Statistical Office	BFS
Fondation TheArk	FTA
Fördergesellschaft IMP-HSG	IMPHSG
Gastrosuisse	GS
Graubünden Ferien	GRF
Guidle AG	GUIDLE
Hotelleriesuisse	HS
International Federation of IT in Travel and Tourism, Swiss Chapter	IFITT
Intervista AG	INTERVISTA
Jungfrau Region Tourismus AG	JRT
Lucerne Tourism AG	LTAG
Nendaz Tourisme	NT
Sierre-Anniviers Marketing	SAM
Sisag AG	SISAG
State Secretariat for the Economy	SECO
Swiss Cablecar Association	SCA
Swiss Federal Railways AG	SBB
Swisscom	SWISSCOM
Switzerland Tourism	ST
Thomann Hospitality Management	THM
Ticino Turismo	ATT
Valais/Wallis Promotion	VWP
Vaud Promotion	VP
Zurich Tourism	ZHT