

Winners of 2022 UNWTO Students' League-Switzerland Announced

Madrid, Spain, 9 December 2022 – The first national edition of the UNWTO Students League concluded with a celebration of Swiss tourism talent with Team SHL from SHL Schweizerische Hotelfachschule Luzern, winning this edition.

The competition for undergraduates, organized with the support of the **State Secretariat for Economic Affairs (SECO)**, attracted students from leading educational institutions from across Switzerland. In the end, four teams made it to the final, representing the **Swiss Hotel Management School, César Ritz Colleges, Schweizerische Hotelfachschule Luzern**, and the **Zurich University of Applied Sciences**. The winning solutions included data analysis, social media campaigns, and initiatives to support rural development in Switzerland.

In making their decision, the expert jury looked at the feasibility of the ideas presented by the four teams. The ideas were also judged on how closely they aligned with the wider National Swiss Tourism Marketing Plan as well on their potential to contribute to the fulfillment of the **Sustainable Development Goals**.

The Future of Tourism

According to the participants, the Students League offered a unique chance to gain practical experience within the tourism sector while also benefitting from networking and mentorship opportunities. Helena from Team César Ritz said: "UNWTO Students' League was like living the future of tourism, where sustainability, advanced technology, and innovations are gathered." From Team Zhaw, one student added: "This challenge has brought us a deeper understanding of tourism in Switzerland and gave us the opportunity to see our country and the local heritage in a new perspective."

For this first national edition, the jury panel was made up of national and international experts from UNWTO and SECO, as well as Salvatore Cavallaro, the coordinator of the European Union Tech Chamber and representatives from

GoodRebels, St.Gallen-Bodensee Tourismus, Mabrian Technologies and the winner of the 2021 UNWTO Students' League

Youth empowerment for tourism's future

The UNWTO Students League aims to empower and motivate tourism students by giving them real-time experience working in creating and implementing innovative and sustainable solutions for the challenges that the sector is facing. The UNWTO Students League benefits from the support of leading international partners, including the Zurich University of Applied Sciences, Foodward Foundation, St Gallen & Bodensee, Swiss Tourism, Aldeaias Historicas de Portugal, Mabrian Technologies.

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