

Tourist news

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sation and a review of the charge structure mandatory. The acute shortage of labour has made the need for this even more pressing. Customers can help by using cheque and giro transfer types more frequently instead of the labour-intensive and therefore costly credit order. High costs connected with tracing operations could be avoided if clients affixed the account number of the transfer recipient as in the case of postal cheque transfers.

Depending on business sector and branch location, banks are increasingly compelled to restrict the execution of special instructions such as additional copies of advice, foreign language duplicates and supplementary mailing instructions. As every sixth transfer involves such instructions, the rationalizing effects of modern equipment are cancelled out.

Swiss GNP per head rises by 4.1 per cent

The Swiss Gross National Product per head has risen by 4.1 per cent last year. The GNP is the sum total of all the goods and services produced in a country during a year. Referred to individual inhabitants and to the currency's real value, it is an appropriate measure of prosperity. The Swiss are therefore 4.1 per cent better off now than they were this time last year. According to OECD figures, Switzerland is the fourth most prosperous nation in the world.

SWISS ABROAD

A book on the Swiss of Italy has been published by the Swiss Chamber of Commerce in that country. Three contributors – Mr. Georges Bonnant, General Consul in Milan; Mr. Hermann Schütz, Milan Correspondent of the *Neue*

Zürcher Zeitung, and Mr. Emilio Steffen, President of the Swiss of Italy – had attempted to assess Switzerland's influence on the cultural and economic life of Italy. Called *Svizzeri in Italia, 1848–1972*, the book stresses that it is not only the *Italians* who emigrate to Switzerland. The Swiss drifted south well before their own economy attracted less well-off mediterranean workers like a magnet. In fact, the Swiss of Italy form a flourishing colony which is perhaps the

most important abroad after the Swiss community in France. Referring to the tensions brought about by the "overforeignization" issue in Switzerland, an Italian journalist wrote that the figures and facts recalled by the book *Svizzeri in Italia* proved with eloquence that traditions of friendship and co-operation which has brought these two people together lent an absurd character to political conflicts over Switzerland's alien population.

Tourist News

New Accommodation List for the Swiss Jura Region

The Swiss Jura, a region still hardly touched by tourism, is ideal for quiet, family hiking and riding holidays. "Pro Jura" tourist office has just recently issued a brochure which will prove indispensable to travellers. It is divided into eight regions giving all kinds of accommodation possible varying from simple flats and bungalows to large country houses with heated swimming pools. Leisure activities such as hiking, riding, fishing, etc., are also described. Another chapter deals with accommodation in youth hostels, holiday camps, huts, etc. There are five motels in the Jura. Camping is permitted in 13 areas. This brochure and the hotel and restaurant guide are both obtainable at "Pro Jura", CH-2740 Moutier.

Farm Holidays Now Possible in Switzerland

If you want to discover what it's like living in the country for a while, you can now spend your holidays on a Swiss farm known as "Rüti". The farm in question is 300 years old and located at Abtwil in the countryside of Appenzell. The town of St. Gall is only 3 miles away and Lake Constance is quite nearby, too. One week's full board and lodging costs Fr. 167 for an adult and Fr. 104 for a child.

Travel through Switzerland on Public Transport with the Regional Holiday Season Ticket

There are several regional holiday tickets available to people travelling around Switzerland from May till the end of October. Tickets for the Montreux/Vevvey, Bernese Oberland, Lake of Lucerne and Grisons regions are valid for 15 days. These allow for 5 freely-chosen days of unlimited travel and half-price travel for the remaining days. The regions of Locarno/Ascona and Lugano in the Ticino also offer a 7 day general season ticket for unlimited travel. Holders of Swiss Holiday Tickets obtain the Regional Holiday Season tickets with a 25 per cent reduction. These tickets are issued by the stations on the lines on which the season ticket entitles to unlimited travel. Exchange vouchers may be purchased from the Swiss National

Tourist Office (SNTO) and from more important travel agencies outside Switzerland.

Excursions to Switzerland's Biggest Mountain Crystal Cave

The "Sandbalm" cave, Switzerland's biggest mountain crystal cave, was excavated 200 years ago in the Göschenalp valley (in the Gotthard region) at a height of 5,205 ft. above sea level. Nowadays, you can still walk along more than 750 ft. of its length; seams of quartz, calcite and chloride are noticeable all around. The cave is open to the public on certain days from June to September. The excursions are headed by a skilled expert who informs participants about the mineralogy and geology of the region. Applications to be made at: "Post-reisedienst", CH-6487 Göschenen.

New Quality Signs on Swiss Hotels

For some time now, there's been a new sign at the entrance to Swiss hotels and restaurants – a golden ball encircled by a ring bearing the title "Swiss Union of the Associations of Former Pupils of Hotel Schools" (Union suisse des associations d'anciens élèves d'écoles hôtelières). The sign guarantees the best reception and service available. The Union was founded in 1971 and has 3,000 members, all former students of hotel schools at Lausanne, Glion, Zurich, Lucerne and Geneva.

Genolier – New Convalescent Centre for Exhausted Managers

An ultra-modern clinic for the curing of the ills of modern civilization has just been opened near to Genolier above Lake Geneva in canton Vaud (only 15 minutes away from Geneva airport). It is the first of its kind in Switzerland and Europe but resembles more a luxury hotel than a hospital. Each sick room has a balcony with a view of the lake, bathroom, telephone, radio and television. The clinic has physio-, hydro- and electrotherapy rooms for rehabilitation treatment after operations, heart attacks and accidents; sounder patients can use the gymnastic hall, sauna and swimming pool with underwater massage, etc. Cost: Fr. 170 to 225 per day excluding medical care.

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