

Quality from the very top

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Quality from the very top.



Signing of the Quality Charter on the occasion of the 4th Switzerland Vacation Day. Left to right: Eddy Peter, President of the Association of official Tourist office managers, Karl Eugster, General Secretary of the Hotel & Gastro Union, Dr Peter Vollmer, Director of the Public Transport Association and Swiss Cableways, Jürg Schmid, Director of Switzerland Tourism, Walter Kunz, Director of the Swiss Federation of Travel Agencies, Gottfried F. Künzi, Director of the Swiss Tourism Federation, Riet Campell, Director of the Swiss Association of Ski and Snowboarding Schools, Dr Florian Hew, Director of GastroSuisse, Dr Christoph Juen, Director of the Swiss Hotel Association, Hanspeter Baeriswyl, President of the ASTAG Personal Transport Specialist Groups, Raymond Gertschen, delegate to the quality conference for regional tourism directors.

Switzerland Tourism is committed to quality, both in-house and in the products it markets. For good reason.

First and foremost, quality is an internal matter at Switzerland Tourism, though not one like any other. It is a matter of crucial importance for the future of Switzerland Tourism. And this is why quality has been made a key management issue as well. As a result, the executives at Switzerland Tourism went back to school, along with the directors of the leading tourism organisations, to obtain the label of quality coaches.

Under the motto «Do something well and then spread the message», the Switzerland Tourism beacon of quality

was rekindled at the 4th Switzerland Vacation Day in Interlaken. To date, some 1,000 companies and organisations have been awarded the «Seal of Quality» at level 1 or level 2. The 12 national organisations that share responsibility for the «Seal of Quality» and its continued development have signed a quality charter outlining the contribution each organisation will make to the promotion of quality.

The aim of the charter, which has more than just symbolic character, is to ensure that the levels of hospitality and competitiveness of Switzerland as a travel, vacation and congress destination are constantly improved. Quality assurance in tourism is a matter of fundamental importance for Switzerland Tourism. As

a marketing organisation Switzerland Tourism does not «own» the products it markets. Likewise, no region or destination can ultimately influence the quality of the variety of services demanded by visitors during their stay. Responsibility for this always lies with the individual tourism providers. For Switzerland Tourism, then, it is all the more important for everyone in the industry to back the quality programme and embrace the quality idea. The «Seal of Quality» issued by the tourism organisations should provide the motivation for this.