

European Tourism Field Studies

Assignment title:- Travel Review

Lecturer:- Jacqui Jones

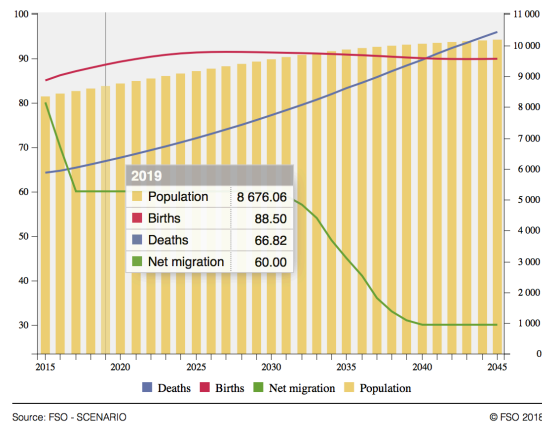


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This review will examine how ski niche tourism performs in the destination. Switzerland is an amazing country located in the middle of Europe and borders with countries such as France, Italy, Austria and Germany. What is more the country is recognised with watches, cheeses, ski runs and banks. It is one of the most mountainous country in the world. There are 24 peaks with a height of 4 thousand meters. Another interesting fact is that in Switzerland there are 4 official languages: German, French, Italian and retro-Romanesque. In addition, the Swiss speak "Swissgerman", which is only a spoken language. Also, Switzerland has two most visited and popular cities which are Geneva and Zurich (Editorial staff, 2017). Federal Statistical Office, (2018) claims that in 2019 there are 8,676,06 population in Switzerland. (Graph number 1).



Graph number 1:- Federal Statistical Office, (2018)

Even though, Switzerland is a very rich country and you need a lot of money to stay in this phenomenal place, however, it is still a frequent country visited by the tourists. A positive trend can be observed in the case of foreign tourists coming to Switzerland. The local (2018) inform that in 2018 the hotels received 18.4 million overnight stays. In the last couple of years, Swiss Franc was strong and has a major influence on tourism economy. As a result of this Switzerland industry started to promote the country for Russia, China and India (Presence Switzerland PRS, 2017).

Presence Switzerland PRS (2017) suggests that the tourism industry has an important position in the Swiss economic sector. Less than 4% of the population works in tourism. In 2015 The tourism sector attracted 35.6 million tourists generating about 2.8 % of the revenue in the result of a total of 17.4 billion Swiss Franks. Switzerland is considered to be the first invented place in Europe where you can spend your winter holiday and make unforgettable memories. Skiing and snowboarding are the most popular winter sports in Switzerland. In 1864 it took place in the St. Moritz hotel in the Alps when the first guests arrived for a winter holiday. In this way, Switzerland has gained a worldwide reputation for its advantages for skiers (Snowsport England, 2019). The majority of visitors are typical winter sports enthusiasts. Usually their main goal is to be active during the holidays.



Ski Club Great Britain (2014) *Switzerland is popular as never before among Chinese tourists*

Bianchi, G. (2017) states that every year Swiss residents who ski is about 2.5 million. Figure number 1, shows the trend for skier days in Switzerland in winter season from 2004 to 2015.

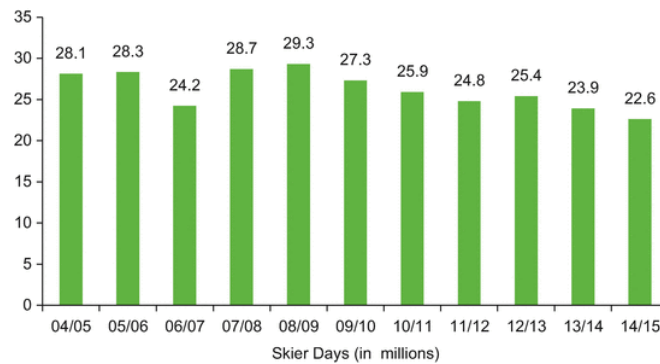


Figure number 1:- Bianchi, G. (2017) *Skiing and Snowboarding in Switzerland*

Ski tourism is regarded as an important tourist marker for Switzerland. The country has many prospects for development in this market place and can gain in strength. In this case the ski tourists can explore 7,073 kilometres of slopes. Moreover, the ski resorts are served by 1,822 ski lifts and have an easy access to the huge cable cars, making the ski experience more comfortable. Very well known ski resorts such as Zermatt and Mürren offer different level programmes for skiers. Visitors who do not own skiing equipment, there are able to purchase winter sports clothes and essential equipment in urban areas (Ski Club Great Britain, 2018).



Switzerland Tourism (2019) *Zermatt*,



Watts, D. (2018) *Ski Mürren*

Switzerland is a unique destination whose aim is to attract as many people as possible from the ski niche market. The definition of niche market is to target a small group of people who are more likely to be interested to purchase a specific product or service (Pettinger, T. 2017). In this way Switzerland offers skiing attractions where it has the opportunity to increase its revenue from sales by offering more expensive services. What matters is that they focus on quality rather than quantity. Market Plus (2017) suggests that in the last 10 years Switzerland became an attractive place for Chinese tourists who can afford to come during the winter time for skiing. As a result of this Swiss Information (2014) claims that numbers of tourists from China and the Middle East dramatically increased in the last couple of years. In 2013 international tourists spend 15.6 billion Swiss Francs published by the Federal Statistical Office. The latest published figures show that in 2017 the gross value added by tourism was 18.7 billion Swiss Francs, which is significantly a bit higher, compare to 2013 (Picture 1).



(Picture 1) Federal Statistical Office (2019)

The Federal Council (2018) introduced the tourism strategy aim to become a competitor in the international tourism industry. In this way Switzerland could be even more productive tourist destination for the future of many tourists. The Federal Council leads each strategy. One of the strategy is to increase the attractiveness of tourism products and services in the market. In this way they focus on the development of investment incentives to provide the major events which are sporting events such as Winter Olympics.

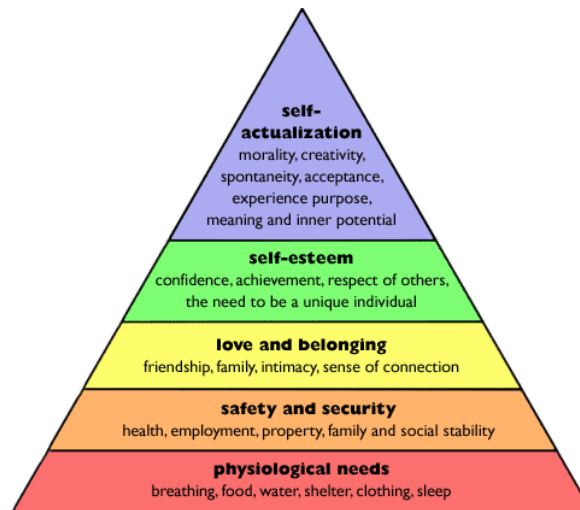
House of Switzerland (2019) reveals that the transport system plays a major role in Switzerland. It is highly developed and important component of the European transport, which is also integrated. This means that one ticket could be purchased for all possible journeys for examples by bus, tram, train, ferry and ship. What is more cities from outside have the best and fastest trains. As a result of this the trains reach practically every Swiss town, and if there is no train station in a given town, they are connected with local buses. Interchanges between trains sometimes take only a few minutes; often-connected trains arrive at the same platform to make it easier and faster for travellers to change trains. Moreover, public trains transport give the opportunity to discover the most spectacular panoramic routes, among the most beautiful mountain peaks.



CBB Community (2019) *Grand Train Tour of Switzerland*

In a very simple way it is possible to locate the position of potential ski tourist on the pyramid in Maslow's Hierarchy of needs (Pyramid number 1). Maslow clearly emphasizes that it is impossible to meet the next need without meeting the previous one, although this issue is disputable. For each of us, the hierarchy of Maslow's needs can be arranged in a completely different way and meet the needs to a degree corresponding to us (Maslow, A. H, 1943).

Although, looking at an example of ski tourist from Switzerland, might want to achieve the goals and be at the top of the pyramid by self-realisation to satisfy his ambitions.



(Pyramid number 1) Research History (2012) *Maslow's Hierarchy of Needs*

However, one of the problem that Switzerland is struggling with is the drastic warming of the climate, which has already caused the glaciers in the Swiss Alps to shrink considerably. The Alps are the largest in the world, with 44% of skiers coming from all over the world every year (Mcsweeney,R, 2017). Futhermore, In 1973, Swiss glaciers lost 22.5 kilometres of ice. As a result of this, the ski tourism sector is threatened by the loss of many tourists in the near future (Climate change post,2019).



The main conclusion that can be drawn is that Switzerland will continue to be an attractive place to travel by tourists. Despite the fact that the place belongs to expensive excursions and climate change does not have a positive impact on sports tourism, Switzerland will be considered to be a perfect place for tourists who are passionate about winter sports and especially skiing. Even though, today Switzerland has a big decrease in tourists from Europe and a big growth of China tourists it is a solution which has been possible to consider and stabilise significantly the number of visitors as well.

The main significant solution would be to pay less for the trains which lead to ski resorts. At present, one-day travel pass costs 75 Swiss Franc where most people from Europe cannot afford it (Swiss Pass, 2019). Another solution would be offering cheaper accommodation. On the snow (2019) inform that the cheapest accommodation nearby the ski resort costs 115 Swiss Franc for one a night.

In this way the country would have a better chance of recovering European tourists because the prices of stay would be appropriate for them.

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