From mountain village to modern resort

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MAID OF ALL WORK

Eager to give visitors to the region not only a warm welcome but also the best of service in every respect, the company which runs the aerial cableways of Gruyères — Moléson and Vudalla has now hired a charming hostess who speaks several languages. Her main job will be to give tourists every possible information and to make their stay as agreeable as possible. Moléson-Village, the "man-made" mountain resort, is one of the first to have its "own" hostess who is responsible for welcoming the guests and for making them comfortable. She deals out information on transport facilities, excursions, meals and entertainments; she is also well acquainted with the technical data of the aerial cableways, the structure of and future plans for the resort and, of course, knows the names of all the surrounding mountains and how high they are. Should it rain, this maid of all work will have the further task of cheering up disappointed guests. — This original idea of taking the tourist "under one's wing", so to speak, marks a further step forward in the development of this novel tourist site and, no doubt, will serve as inspiration for other regions.

[S.N.T.O.]

FROM MOUNTAIN VILLAGE TO MODERN RESORT

A new resort is currently being created in the Val d'Anniviers, in Canton Valais, in sight of some of Switzerland's most grandoise mountains. Its name is Zinal. The last Baedeker Guide wrote of it: "Situated at the end of a glacier-enclosed valley . . . not accessible by automobile". But today it is the scene of some of the most intense construction in South-Western Switzerland. Frédéric Tissot, Vice-President of the Swiss Tourist Association, has termed Project Zinal "bold but realistic". Starting with a capitalisation of two and a half million francs, the Company for the Touristic Expansion of Zinal intends to convert the mountain village to a popular resort within the year. Hotels are being built with a total of 440 beds, as well as sports facilities, chalets, a cablecar, three lifts and a new access road. Reachable via Sierre, situated 23 miles (38 km.) from Brig, the new holiday centre is due to be opened in the autumn.

[S.N.T.O.]

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