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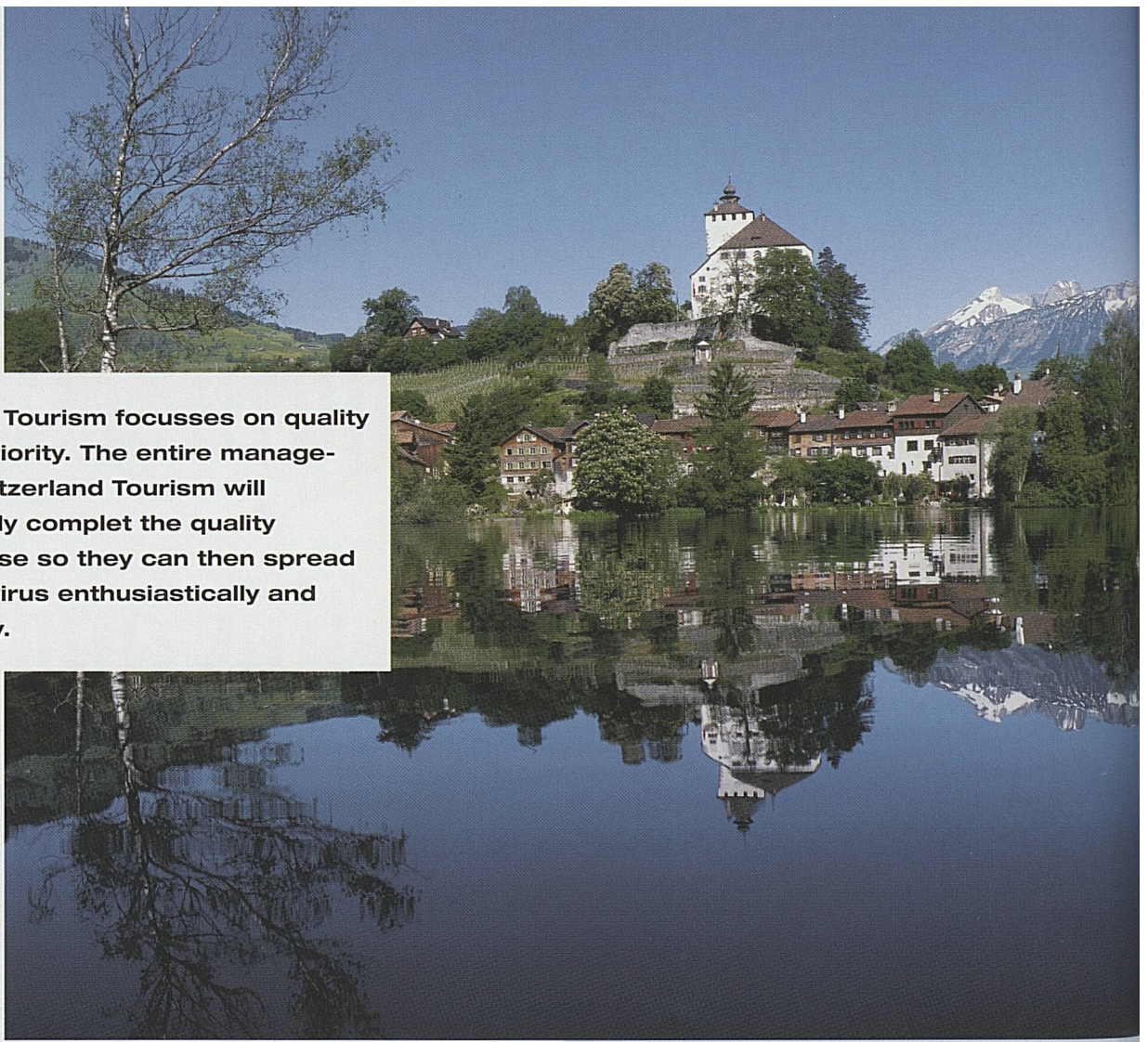
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**Switzerland Tourism focusses on quality as its top priority. The entire management of Switzerland Tourism will consequently complete the quality trainer course so they can then spread the quality virus enthusiastically and competently.**



# Quality is not everything, but without everything is nothing!

In Switzerland, quality is an economic necessity and a reality. Switzerland has to prove its worth in ever-growing worldwide competition as regards price-to-performance ratio. Performance is defined by infrastructure and – as stated previously – by the quality of a service, the attention given to guests and the way a business is managed. And this is precisely where the programme of the Quality Label in Swiss tourism comes in.

This has three levels, the first being based on quality of service and the second being awarded on the basis of management quality. The third level

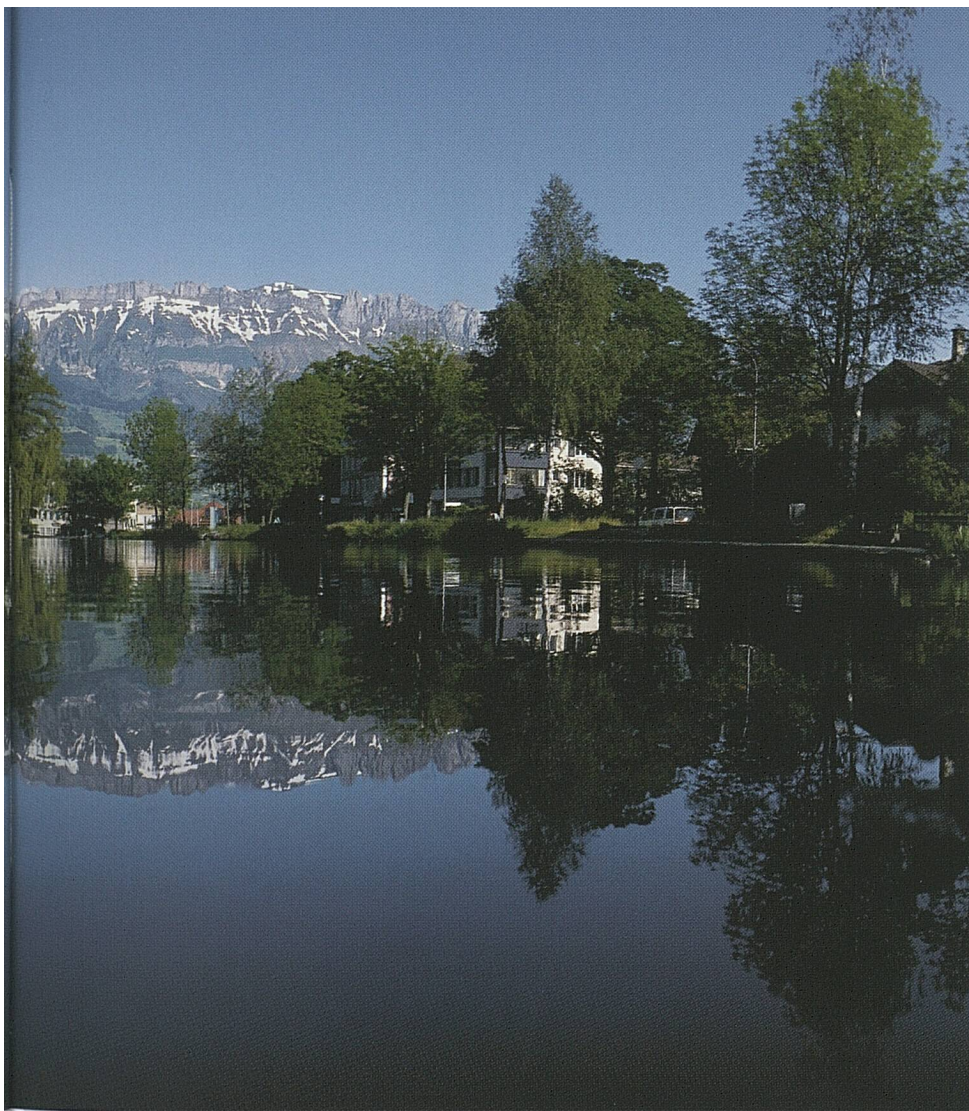
finally leads to Total Quality Management (TQM). Switzerland Tourism sets a good example: in the year 2000, all its foreign branches and all departments at head office achieved the first Label of Quality. In addition, approximately 750 businesses have received the Label of Quality for Swiss tourism to date.

It must be a vision of the tourism industry for all regions and tourist offices to obtain Label of Quality levels 1 and 2.

Switzerland Tourism has decided that quality is a top priority. The entire management of Switzerland Tourism

will consequently complete the quality trainer course so they can then spread the quality virus enthusiastically and competently.





«The required and desired criteria for obtaining the «Families Welcome» Label of Quality provide tourism organisations with an instrument which they can use to motivate local suppliers to tune their offer to the needs and expectations of families. The Label of Quality primarily helps small and medium-sized tourist destinations to position themselves on the market and, consequently, to gain recognition. We are delighted that Switzerland Tourism also emphasises this Label of Quality in its new family campaign.»

*Richard Hug, Director of Aletsch-Belalp Tourism*

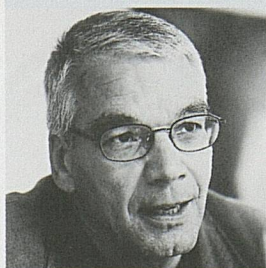


«I liked the philosophy of the Label of Quality from the start: instead of just following a fashion trend and a PR gimmick, I was able to get my own homework right as regards customer care and supply support. By training as a Q-Coach and Trainer, I was provided with a simple but effective tool kit for analysing our own weaknesses in the service chain and for introducing an action plan for quality improvements.»

*Hans Zwahlen, Quality Representative of the Lake of Lucerne shipping company*

# hout quality,

## Quality campaign in Switzerland's tourism



«Around 750 businesses caught the quality virus and have developed an inner fire which helps them to optimise their processes continuously in a guest-oriented manner, to motivate employees and to save costs. This is encouraging, however, 750 are far from enough, as the future market will react even more severely to any lack of quality.»

*Prof. Dr. Hansruedi Müller, Head of the Research Institute for Leisure and Tourism (FIF) of the University of Bern*

