

# Touristic studies at the university of Fribourg

Autor(en): **[s.n.]**

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## ZURICH'S JUNE FESTIVAL

For the first time, Zurich's International June Festival opened this year with a public ball held at the Zürichhorn Casino, in conjunction with the eagerly-awaited world première of Heinrich Sutermeister's new opera "Madame Bovary". The rest of the Festival programme has been equally stimulating. The Schauspielhaus (Municipal Theatre) offered "Theatre in Six Languages", including for the first time a production in Czech by the State Theatre Studio of Prague. Another innovation was the inclusion in the Festival of a concert by the Zurich Chamber Orchestra under the baton of Edmond de Stoutz. As usual, both the Tonhalle (Concert Hall) and the Theatre "am Hechtplatz" presented varied programmes, the latter under the title "International Festival of Pantomime". The Museum of Fine Arts contributed its share with a large retrospective exhibition of the works of Marc Chagall, and the Helmhaus featured "100 Years of Graphics from the Collection of the Federal Institute of Technology".

[S.N.T.O.]

## NARCISSI FOR GERMANY

A veritable deluge of narcissus blossoms descended on the people of Essen, in Germany's Ruhr region. As part of a campaign of friendship and publicity for the Geneva Lake district, 35,000 narcissi were being distributed daily to the people of Essen. Lasting until 25th May, the campaign called for shipment of a total of some half million flowers. The Canton of Vaud was also featured in the forty display windows of two major Essen department stores, with more than 200 large photographs. As part of the overall campaign, a contest was also held which offered as prizes — of course — free holidays in the Lake of Geneva area.

[S.N.T.O.]

## YOUNG ARTISTS' FESTIVAL AT LEYSIN

For the third time, an International Festival for Young Artists is being held in the well-known resort of Leysin (above the Lake of Geneva) from 24th June to 26th July. Privately organised, the annual event brings together young, talented but still unknown musical artists from many nations for holiday courses lasting from two to five weeks. The purpose of the "festival" is to provide additional training to young musicians and singers from all over the world, particularly in ensemble work, and thus to promote international relations in the world of music. Four different courses of varying lengths are offered, with experienced specialists giving instruction in orchestral playing, brass music, choral singing and jazz. Since advanced musical ability is a prerequisite for attendance at the courses, no private lessons are given. The high level of this musical conclave is demonstrated by the fact that, following the first of such festivals, three participants received contracts to perform with professional orchestras. To provide the young musicians with more than just musical fare, a subsidiary programme has been worked out which includes visits to various major European cities, and local facilities also offer ample opportunities to relax from the stringent demands of the seminars.

[S.N.T.O.]

## TOURISTIC STUDIES AT THE UNIVERSITY OF FRIBOURG

During the 1967-68 academic year, the Institute of Economic and Social Sciences at Switzerland's Fribourg University will do research into touristic questions of great importance for the nation as a whole and particularly for those organisations involved in promoting regional tourism. The scientific studies will be concentrated around the lake districts, starting from the Broye region and the shores of Neuchâtel and Morat lakes. They will be conducted according to the touristic activities of the areas concerned and will examine long-range developments, in an effort to determine which kind of tourism should be favoured. Every touristic development plan must begin with an inventory of available assets and the present state of development. It must also examine various factors which direct a particular region in one direction or another: historical facts and background, economic needs, the effects of tourism on the native population, local attitudes. There are also internal factors to be taken into account: natural conditions, the area's attractiveness, availability of capital and other assets, prospects on the labour market, etc. Once these points have been established, it is possible to determine whether a region is suitable for certain kinds of tourism. Among the external factors which must be examined are: new clientele, the possible existence of a new touristic attraction, the development of transportation facilities, future prospects for the various kinds of tourism (mass or luxury tourism, tourism for pedestrians, or motorists, emphasis on families, youth, convalescents or sports enthusiasts, etc.), as well as potential financing (individual, corporate, foreign or domestic) and a projection of probable future development. With all these points due for careful evaluation, the investigations of Fribourg University promise to be well worth waiting for.

[S.N.T.O.]

## ZERMATT — SUMMER SKI COURSES 1967

Summer Ski Courses (godille or wedel) will be held at Zermatt from July 15th to 22nd and August 19th to 26th 1967. The wonderful sunny ski slopes around the Matterhorn are always covered with snow, even in the hottest of summers and are therefore ideally suited for summer ski-ing. For further information and application form please apply to: Secretariat, Summer "Godille" Courses, Post Box 58, 3920 Zermatt, Switzerland.

[S.N.T.O.]

## SWISS PLANES FOR THE AUSTRALIAN ARMY

The Australian Army has ordered twelve planes of the Pilatus Porteur type from Switzerland, representing a total value of 2.25 million Australian dollars (about 11 million Swiss francs). According to a statement by the Australian War Minister, these planes, designed in Switzerland to satisfy difficult take-off and landing conditions in the Alps, are the ones best answering the requirements of the Australian Army.

[O.S.E.C.]