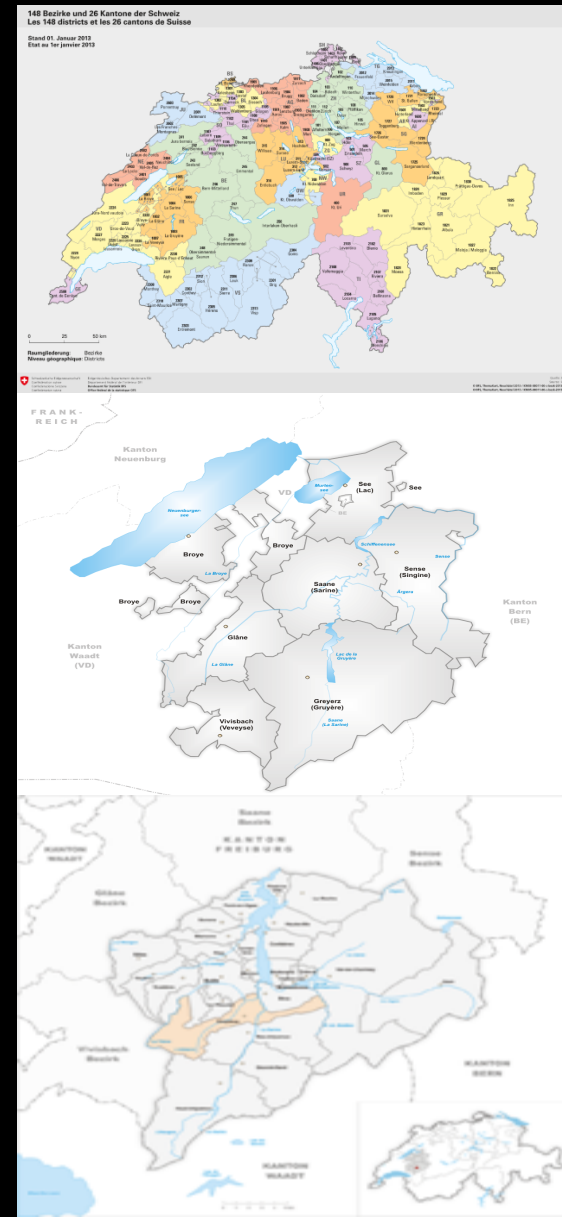


The opportunities and risks of tourism in the Swiss mid-altitude mountain areas **GRUYERE**



THE 3 LEVELS

- Federal
- Canton
- Region



STRENGTHS

- Known world-wide
- Village and the cheese
- Central geographic situation
- Accessibility
- Professionalism of the collaborators (hospitality industry)
- Landscape



WEAKNESS

- Short-stay
- Winter
- Concurrence with the Alps

REFERENCES

- <https://www.myswitzerland.com/en-ch/gruyeres-moleson.html>
- https://www.google.com/search?biw=1252&bih=556&tbm=isch&sa=1&ei=S8EXXJpHKnhkgXlj5No&q=carte+de+la+gruxere&oq=carte+de+la+gruxere&gs_l=img.3...1909.5314..5553...0.0..0.186.2237.5j14.....1....1..gws-wiz-img.....0..0j35i39j0i67j0i30j0i8i30.8hhKpGvj8CQ#imgrc=x6QPhgVzhXJJIM:
- https://www.google.com/search?tbm=isch&q=carte+du+canton+de+fribourg&backchip=online_chips:fribourg+suisse&chips=q:carte+du+canton+de+fribourg&usg=AI4_kQeQ05G2l7lOrCzrfesM9Ajl9n1Mw&sa=X&ved=0ahUKEwielZr1kaffAhXswYsKHRo1CzYQ3VYIJigA&biw=1252&bih=556&dpr=1#imgrc=_LIDs83p93zEIM:
- https://www.google.com/search?biw=1252&bih=556&tbm=isch&sa=1&ei=S8EXXJpHKnhkgXlj5No&q=carte+de+la+suisse&oq=carte+de+la+suisse&gs_l=img.3..35i39j0j0i30l8.19929.22534..22648...0.0..0.165.2112.1j16.....1....1..gws-wiz-img.....0..0i67j0i8i30.9-axn0e8m_s#imgrc=l1dQJ-HZuaKeCM: