

# The importance of conveniences for swiss tourism

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# What is a convenience in tourism ?

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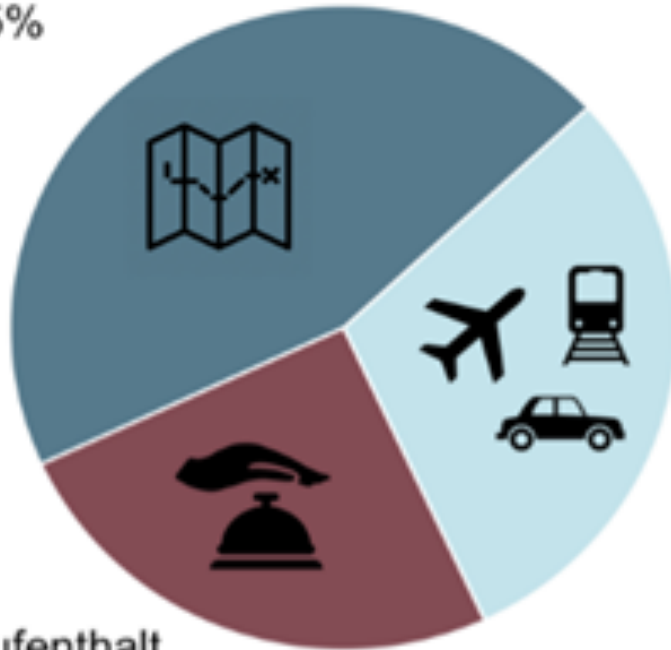
- ❖ Something (such as an appliance, device, or service) conducive to comfort or ease
- ❖ Excellent quality
- ❖ Should suit the visitors
- ❖ Customers centred

# Swiss Tourism study results

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- ❖ Conveniences represent 40% of the weaknesses identified by foreign travellers in Switzerland
- ❖ Problems experienced with convenience often dissuade host from coming back in Switzerland
- ❖ Convenience is the most worrying subject for travellers
- ❖ Problems with conveniences mainly concern basic tourism services (accommodation, transportation, activities, ...)
  
- ❖ if the client encounters a problem during his stay, it will dissuade him from coming back and this person will talk to his relatives about this experience, which can prevent more people from coming in our country.

Vor der Reise  
45%



Anreise  
30%

Aufenthalt  
25%

# Difficulties

- ❖ Before a trip (information research, planification, etc...)  
→ 45%
- ❖ The arrival (trip, using public transportation, etc...)  
→ 30%
- ❖ The stay (activities, transportation, restauration, etc...)  
→ 25%

# Tourism professional opinion's

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- ❖ Tourism professional : Madam Aurélie Rittiner – Lathion Voyage SA
- ❖ Conveniences have an important impact on the client's opinion
- ❖ Reason why some people book trips using an agency
- ❖ Tourism professionals work with partners to guarantee a good quality
- ❖ Depends on the visitor's budget

# Comparison with France

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- ❖ Huge lack in “medium level” lodgings
- ❖ Issue with the welcoming of the guests -> seasonal workers
- ❖ Stagnation of the numbers of visitors since 2009

# Conclusion / possible improvement

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- ❖ Customer's needs should be identified better
- ❖ Convenience must be targeted to satisfy customer's need
- ❖ Swiss tourism is already making changes