

**Zeitschrift:** Helvetia : magazine of the Swiss Society of New Zealand  
**Herausgeber:** Swiss Society of New Zealand  
**Band:** 75 (2009)  
**Heft:** [4]

**Artikel:** Tourism in Switzerland  
**Autor:** Brühlmann, Trudi  
**DOI:** <https://doi.org/10.5169/seals-944443>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 30.01.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# HELVE<sup>TI</sup>A

Magazine for the members of the Swiss Society of New Zealand Inc  
Helvetia is in its 75th year

May 2009

## Tourism in Switzerland



Those of us who spent their earlier years in Switzerland will remember how we watched tourists with some amusement when they followed their umbrella-waving guides through the Old City of Lucerne or through the railway station of Interlaken; the amusement occasionally turned to resentment, when a group of Japanese, on their way to the Verkehrshaus, clogged up public transport.

And now we are tourists in Switzerland ourselves if we go over to visit family and friends. Of course we blend in, don't need a guide, speak the language - but still: We see Switzerland with dif-

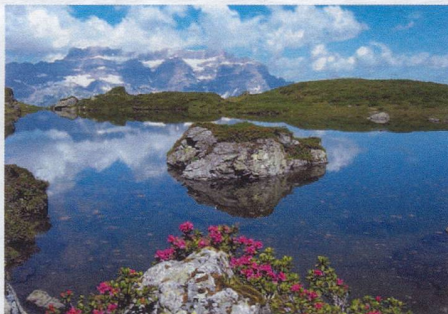
ferent eyes - and we probably visit more tourist destinations than if we had stayed in Switzerland.

Tourism has a long history in Switzerland. You can read about the first package tours to Switzerland in this Helvetia on page 14, but even before then, many people came to Switzerland. In the 15<sup>th</sup> century Einsiedeln, for example, was often visited by more than 200'000 pilgrims a year. They obviously didn't come for the beautiful Baroque church (which was built three centuries later!); they came to pray. "Religious tourism" is still alive, and so is "health tourism": Spas

have been popular from the early Middle Ages. A later Helvetia will be dedicated to them - to the health aspect and the more "hedonistic pleasures", as an author delicately put it.

As you can see from our selection on this page and from all the many calendars in our homes, Switzerland is a small country with many quite different landscapes. The Matterhorn is not what I'd like to live with every day, but other landscapes give me a strong sense of belonging - far beyond the feeling of visiting a beautiful country as a tourist.

*tb*



### INSIDE THIS ISSUE

Editorial/President's report	2
Carolyn Lane	3
Swiss Club News	4-7
Swiss Society AGM	8
Swiss Society AGM minutes	9/10
Letter from the Ambassador	11
A woman ahead of her times	12
Memories are History: Rinaldo Rust	13
A teetotaler transforms tourism	14
Swiss slow travel wins award	15
Spend a night in a nuclear bunker	16
Rural tourism struggles to take root	17
New research on altitude sickness	18
Mountain records	19
Edelweiss	20