

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (1997)

Vereinsnachrichten: The Organization

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.](#)

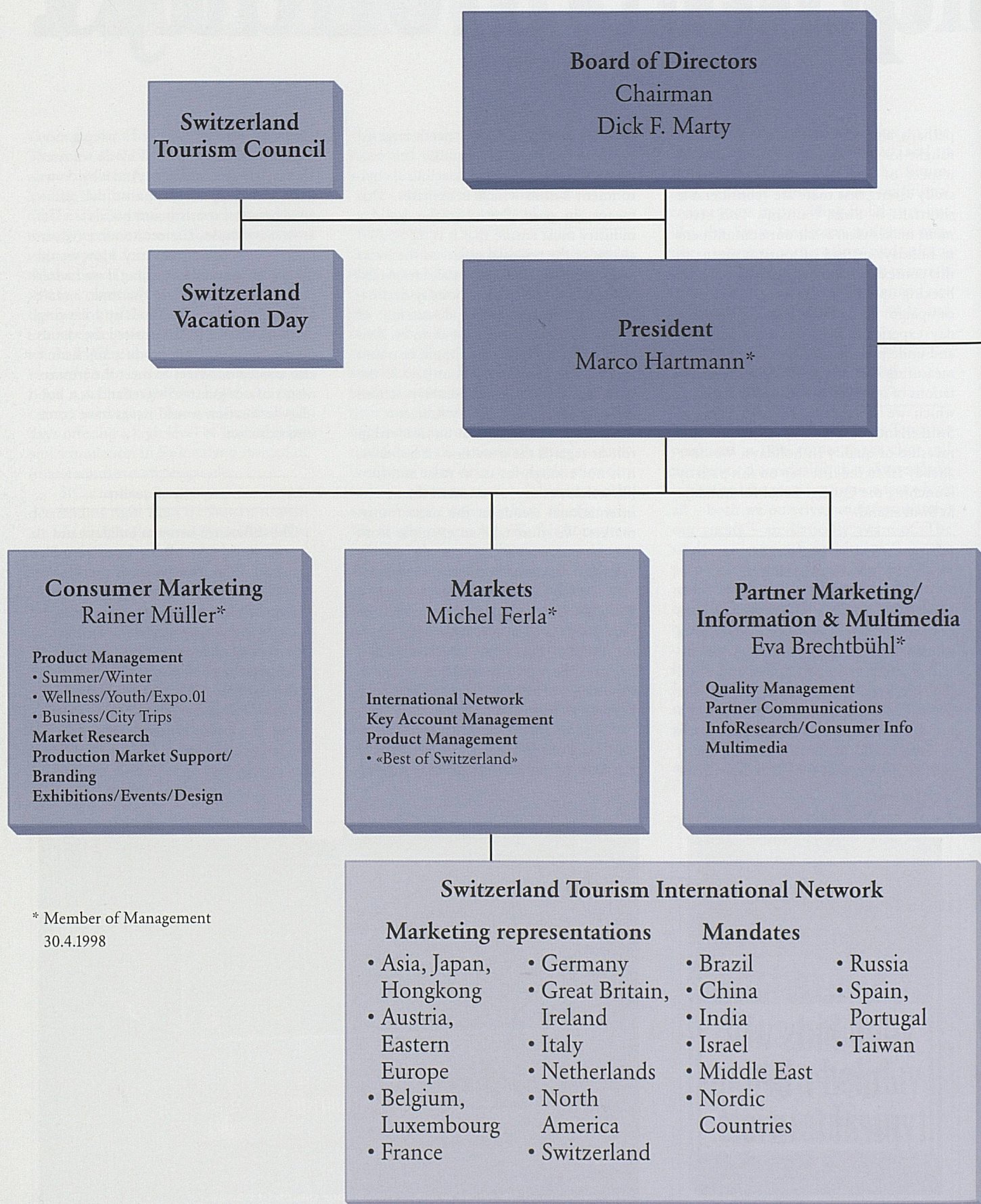
Terms of use

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: 01.06.2025

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

The Organization.



* Member of Management
30.4.1998

Self-confidence, courage, transparency, empowerment, holism, dynamic team atmosphere, shared responsibility, goal orientation, entrepreneurial thinking and action ... are these all just words?

Not at Switzerland Tourism! Our employees are the best guarantors of the success of our business. In 1997 this conviction and the corresponding commitment of top management were the driving force behind turning these words into deeds. Building on new approaches to training, processes were launched which resulted in a business

philosophy and mission statement which had been drawn up and agreed upon by all employees.

But was the whole exercise merely an end in itself? We are of the opinion that the path which we have embarked upon has already made a real contribution to the success of Switzerland Tourism and that this will be increasingly the case in future. And another point: it is intended to have a positive knock-on effect on our relationships with partner organizations and contacts and to make a vital contribution to increasing our shared success even further.

Human Resources
Beat Riem*

**Finance/Controlling/
Information Technology**
Guy Luginbühl*

**Corporate
Communications/Media**
Susanne Rieder

