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The next generation – Swiss tourism of the future

With our 100-year history we mustn't lose sight of the future. What does the next generation of tourism specialists have to say about the future of Swiss tourism? What trends are appearing on the horizon? What visions do our young, up-and-coming travel specialists hold? A survey of students at the École hôtelière de Lausanne (EHL) reveals some exciting ideas.*

**"Foodies" will find something to
their taste in Switzerland:**

*"Culinary tours are the trend of the future;
in Switzerland each canton has its local specialities.
Tourists won't just be marvelling at the scenery
but will increasingly be trying out regional food."*

**Swiss tourism as part of a European
whole – opportunity and challenge:**

*"Europe should be marketed more as a whole.
European tourism stakeholders would then
be forced to work together."*



**Unspoiled nature will play an even
greater role in the future:**

*"People long to visit untouched nature. Switzerland
is full of places like this: mountains and lakes free
from human influence. So far we have only been
advertising the beauty of the landscape. I think that
Switzerland should place more emphasis on having
the cleanest air and water in the world."*

"Sharing Economy", reloaded:

*"We will increasingly travel without money,
taking advantage of the exchange economy:
today I will work on your farm and next week
you will take care of my accommodation."*

These trends have been assessed by the
students as particularly relevant for the future
of Swiss tourism (in %):

