“Learnings from Best Practice in Switzerland”

“What could be the most relevant learnings for the Director General of Tourism Council Bhutan (TCB) about tourism in Switzerland?” was the key question for the Swiss BMMHP Board while preparing a study tour for Dorji Dhradhul, recently appointed Director General. All what we knew from a previous encounter with him was that he is a versatile and experienced personality with a fine intellect and an open mindset. It was clear from the beginning that we wanted to expose him to the most adequate and relevant practices making up the manifold success story of Swiss tourism.

After arriving late evening on September 15, 2019 the program of the following five days included meaningful exposures to some renowned tourist attractions, such as Zurich https://www.zuerich.com/en/visit/tourist-information, Muottas Muragl https://www.mountains.ch/de/bergerlebnis-engadin-stmoritz/Berge/muottas-muragl, meeting Kurt Baumgartner, Hotelier of the Year 2018 https://hotelier.blverlag.ch/kurt-baumgartner-ist-hotelier-des-jahres-2018/ and being hosted at his hotel Belvedere in Scuol GR www.belvedere-scuol.ch, the global marketing strategy of St. Moritz www.engadin.stmoritz.ch, a ride with the Rhaetian Railway UNESCO World Heritage https://www.rhb.ch/en/unesco-world-heritage, and the innovative international marketing concept of Switzerland www.myswitzerland.com. And finally, Dorji Dhradhul was invited to promote Bhutan as a destination for Swiss travel agencies at HWZ University of applied Sciences Zurich https://fh-hwz.ch/english/. The invitation to his presentation on Bhutan for Swiss travel agencies on the final day of his short Swiss journey was followed by an impressive number of important market players. The comprehensive presentation on the topic “Take Tourism to the Top” revealed various interesting aspects of today’s tourism in Bhutan.

“The learnings obtained during the five days of the study tour were impressive and manifold!” concluded Dorji Dhradhul. Since Bhutan is focusing on a “high value / low impact”- approach international guests visiting the Land of the peaceful Thunder Dragon are in general very interested in the culture, religion and ecological environment. However, they are very sensitive in terms of price / benefits obtained and the corresponding services offered. “As a highlight of the study tour were the discussions with the various people in the hospitality sector and the way tourism is handled in Switzerland. Lots of inspirations and food for thoughts how to transfer those learnings into a Bhutanese context were gathered and need further reflections.” summarized the Director General his learnings before leaving Switzerland back to Bhutan.

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Tashi Delek!

Urs Dürsteler, Chairperson Swiss BMMHP Board