



Switzerland.
get natural.

Welcome to Switzerland.

Switzerland Specialist Module 1.
MySwitzerland.com

Switzerland Specialist.

Switzerland is a unique holiday, travel and conference destination in the heart of Europe. Our motto 'get natural' applies everywhere; unspoilt nature and majestic mountains, genuine people and thrilling adventures, historic boutique towns and first-class infrastructure together present endless possibilities for your clients.

Switzerland's magnificent natural landscapes have always thrilled and inspired countless visitors from India. The destination has long been synonymous with Bollywood thanks to the introduction of Switzerland as a dream destination by the Indian movie industry. Who does not remember Yash Chopra's classic Dilwale Dulhania Le Jayenge and the many more movies set in Switzerland. Ever since, Switzerland is the highlight of most Indians trip to Europe and our guest fall #InLOVEwithSWITZERLAND, often returning again and again.

While completing this E-learning you will learn about all the basic information you need in order to sell Switzerland competently to your clients. With this specialist knowledge, you will love selling Switzerland as much as your clients will love discovering it.

But of course more than anything we would love to welcome you in Switzerland. That's why out of everybody who will complete this E-learning programme by December 31, 2016, one lucky draw winner will get the chance to win a trip for two to Switzerland.

Good luck!

Your Switzerland Tourism Team India

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Top Selling Points.

Lakes & Mountains.

Switzerland is a natural paradise; mountains and valleys, glaciers and forests, lakes and rivers – what an amazing variety in such a small space. For an active vacation or perfect relaxation, Switzerland has something for everyone.

Our mountains are unique as everywhere there are cable cars or cogwheel railways to carry visitors effortlessly up



the steepest slopes to enjoy superb views from the top. In winter, they turn in to some of the world's best winter sports arenas. During the rest of the year enjoy the view and a relaxing lunch in one of the many mountain restaurants and huts, hike along the well signed paths, or even rent a mountain bike and cycle down the hill.

You receive a 50% discount on most mountain excursions (25% Jungfrauoch) if you hold a Swiss Travel Pass (**see Module II**), Mount Rigi and Schynige Platte are even free!

We cover many mountain excursions in **Module II and III**. For more information [click here](#).

Switzerland is a land of water. 122 glaciers, 6,700 lakes and more than 65,000 km of rivers shape the country like nowhere else in Europe. They are a great source of relaxation for many Swiss nationals and you should join in enjoying them at every opportunity you get.

Check out the endless options of activities at the water by [clicking here](#).

Speaking of water; all tap water and even the water in the fountains on the public squares are high quality drinking water. As a tip, carry a refillable bottle with you and you'll never have to buy any bottled water during your stay in Switzerland.

Switzerland is also a great spot to enjoy a relaxing spa holiday, thanks to the many hot springs which you find all over the country. Float in warm water while enjoying the beautiful panorama, our wellness destinations offer simply spectacular views and complete relaxation.

For more information about Wellness & Spa holidays [click here](#).

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Cities.

One of the great attractions of Swiss cities is the historic, cultural and gastronomical variety they offer in a manageable space. Compared to Indian cities, they are pretty small, real boutique towns. Zurich, Switzerland's biggest city for example, has only 400,000 inhabitants. You can reach just about everything of interest on foot or by the often free* public transport in a matter of minutes. We promise you won't get tired of the old towns dating back to medieval times, the modern architecture, cool restaurants, cafés and boutiques. Most cities are built at the shores of a lake or river, and in summer you often catch office people taking a dip in their lunch break. Why don't you join them and cool off in the refreshing and super clean water.

* Cities which offer free public transport for guests who book a hotel overnight include: Bern, Geneva, Lausanne and Montreux.



Everybody loves shopping when on holiday and Switzerland's cities certainly don't disappoint. You will find, in our opinion, the world's best cheese and chocolate here. But, of course, the world

famous Swiss Army Knife by Victorinox makes also a great souvenir. If your budget stretches a bit further and you look for a watch or jewellery, the shops of Les Ambassadeurs, Kirchhofer and Gübelin are your best bet.

Swiss cities offer a wide range of arts and cultural highlights you can't help falling in love with. For example a visit to one of the Art Museums of Switzerland pledges a unique experience. These 11 world-class museums present grand sights on little space. Extraordinary collections and exciting, special 20th and 21st Century exhibitions await visitors.

To find out more about the Art Museums of Switzerland [click here.](#)

If you are a night owl and like to check out Switzerland's vibrant club culture, head to Lausanne or Zurich. Both



cities are well known for a buzzing nightlife, which attracts visitors from far and wide. A diverse club scene, live-music venues and dozens of trendy bars for some bar hopping are all waiting for you.

To find out more about city breaks in Switzerland [click here.](#)

Adventure and Sports.

Spending time outdoors in Switzerland's magnificent landscape is pure pleasure. Skiers and snowboarders have thousands of kilometers of runs at their disposal. Many resorts nowadays offer a 'taster' ski/snowboard package for guests from India who want to experience the sport. Make a half day booking, including all equipment, instructor and ski pass, and see how you get on in



the snow. For the ones who want to take it a bit more leisurely, resorts clear trails for romantic winter hikes. When the snow is gone, a network of routes lies open for bikers (e-bikes are widely available for those who appreciate a bit of extra help), canoeists and walkers.

Rope parks and water sports at the many lakes are great



Autumn impression

fun for the whole family. And for the brave there is paragliding, sky diving (both in tandem with an instructor), white water rafting, canoeing, bungee jumping, to name but a few.

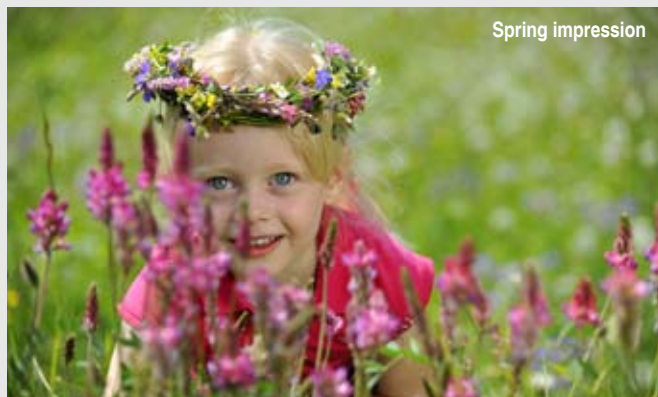
To find out more about adventure & sports activities [click here](#).

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Four Seasons.

Whenever you choose to visit Switzerland, you can be assured of stunning natural beauty at every turn. Each season has its own pleasures – the freshness of the spring, the glory of the summer, autumn’s colourful beauty and of course, the snowy magic of the Swiss winter. Switzerland is a year-round destination, and every season brings a new perspective.

New life emerges as the snow melts at different times across Switzerland, depending on the altitude. Up in the Alps, as the chill of winter recedes, expect to see a riot of Alpine flora – from alpenrose and primrose, to gentians,



Spring impression

lilies and of course make sure to look out for the iconic edelweiss, the characteristic woolly white flower serving as emblem of Switzerland.

The Swiss summer takes your breath away – clear sunlight pouring from blue skies, green slopes tinkling with cow bells and snow-topped mountains on the horizon. Switzerland enjoys a wealth of spectacularly beautiful lakes. Summer by the water is a must!

As the glory of the late summer fades, Switzerland’s pristine forests are transformed by magical shades of fiery colour. Autumn is one of the best times to pick one of the many hiking trails, which are well sign posted. Wherever you choose to go, prepare to be charmed by the Swiss autumn.

Switzerland comes alive in winter. Cities have their cobblestone streets and medieval roofs dusted with a snowy frosting. Don’t miss out on visiting one of the many Christmas markets in December, wreathed in the aroma of mulled wine and roasted chestnuts. Up in the high Alps, deep powder snow blankets set the scene for the lovers of winter sports.

Public Transport.

Switzerland’s public transport system is the envy of the world and makes your visit to Switzerland incredible easy. It is so amazing that we have dedicated the next module exclusively to it.

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Fast Facts.

- **Location:** Switzerland is a relatively small country (15,940 sq mi/41,285 sq km) just slightly bigger than Kerala. Set in the centre of Europe, it borders Germany, Austria, Liechtenstein, Italy and France.
- **Population:** Approximately 8 million
- **Capital City:** Bern
- **Cantons:** Are the member states of the Swiss Confederation. There are a total of 26 cantons and each has its own constitution, legislature, government and courts.
- **Language:** German (spoken by 63.5% of the population), French (22.5%), Italian (8.1%) and Romansh (a derivative of Latin 0.5%). English is widely spoken and understood. In fact, some people are more proficient in English than they are in a second national language.
- **Currency:** The country has its own currency, the Swiss Franc (CHF). While Switzerland is not part of the European Union, and thus is not obliged to convert to the Euro, many prices are nonetheless indicated in Euros so that visitors may compare prices. Merchants may accept Euros, but are not obliged to do so. Change given back to the client will most likely be in Swiss Francs.
- **Credit Cards:** Mastercard, Visa and American Express are widely accepted and cash points to withdraw cash are frequent. It is recommended to carry some cash as some businesses, especially in the more rural areas, might not accept card payments.
- **Business hours:** Shops in smaller towns and villages are generally open from 8.30 to 12.00 and again from 14.00 to 18.30. In larger cities they do not close for lunch. In many cities, shops generally extend their hours till 8 pm on one evening of the week, usually on Thursdays. In Zurich on the other hand many shops are now open until 20.00. On Sundays shops remain closed. Banks are usually open Monday to Friday from 08.30 to 16.30.
- **Sales tax (VAT):** In Switzerland the VAT of 8% is included in the price. You may ask at the shops for your Tax Free Form and reclaim the VAT. Your total purchases in a shop must amount to more than CHF



300 (including VAT). You must be a resident outside Switzerland and the goods must be exported within 30 days.

- **Tipping:** You never have to worry about tipping in Switzerland, as tips are included in the price. You can, however, add a smile to the face of someone who has provided good service by rounding up to the nearest round figure.
- **Mobile phones:** In Switzerland, Swisscom's mobile network covers over 99% of the populated area of the country. Prior to departure, visitors should check with their local provider relating to the avoidance of high roaming costs while travelling in Switzerland. It's possible to buy a SIM card at any mobile shop from as low as CHF 10 (you must show your passport).
- **Country code:** When making a call to Switzerland, the country code is +41.
- **Voltage:** The electrical current used throughout Switzerland is 230 volts (AC); most power sockets are designed for three-pin round plugs, however the standard continental type plug with two round pins may be used without a problem.
- **Climate and clothing:** The climate is moderate with no excessive heat, cold or humidity. From July to August, the daytime temperature range is 18 to 28 °C, and from January to February the range is -2 to 7 °C. In spring and autumn, the daytime temperature range is 8 to 15 °C. Depending on the altitude the temperature range may vary. It is highly recommended to visitors to pack a sweater, good walking shoes, sunscreen, sunglasses, a compact umbrella and/or a light raincoat. Summer temperatures rise to 25 to 30°C, with temperatures exceeding the 30°C mark during hot summers.



Visa regulations for Indian Passport holders.

Since Switzerland's adherence to the Schengen and Dublin agreements came into force (December 12, 2008), Swiss representations abroad are able to issue certain types of visa, depending on the purpose of the intended stay in Switzerland. All travellers holding an Indian passport are obliged to have a visa in order to visit Switzerland. Please select one of the following options.

Schengen visa for a stay up to 90 days: For persons wishing to enter Switzerland for a short stay of up to 90 days within a 180-day period: for example, in a context of tourism, a visit to relatives or friends, short-term language studies, participating in a conference or in sporting/cultural events, etc.



National visa for a stay of more than 90 days: For persons wishing to enter Switzerland for a stay of more than 90 days within a 180-day period. It is subject to the authorisation of the cantonal migration authority competent for the intended place of residence. For example: long-term student, family reunification, marriage in Swit-

zerland, etc.

To find out more about visa regulations [click here.](#)

How to get best to Switzerland.

SWISS International Air Lines offers daily flights from Mumbai and Delhi to Zurich with the possibility to connect on domestic flights to Geneva and Lugano. Early morning arrival in Zurich ensures convenient onward travel to your final destination in Switzerland.

Flight times as per summer timetable 2016:

LX155	Mumbai Zurich	0050 0616
LX154	Zurich Mumbai	0945 2140
LX147	Delhi Zurich	0115 0620
LX146	Zurich Delhi	1245 2335

With a network of 102 destinations worldwide and 94 aircraft, SWISS is also a great choice for your travel beyond Switzerland. Zurich Airport allows for a 40 minutes minimum connecting time, offering Swiss efficiency at its best.

For more info visit www.swiss.com.

Inherent Swiss values of safety and reliability, combined with a distinct Indian touch will make you feel at home as soon as you board the plane. Flights to/from India have a partly Indian cabin crew who serve a choice of authentic Indian meals created in partnership with Oberoi Hotels & Resorts. A comprehensive range of meals can be pre-ordered with a strong emphasis on vegetarian options. The enhanced in-flight entertainment options include top Bollywood movies and are available on demand in all classes:



Swiss Business Class

guest direct access to their seat, with its innovative air pillow system which allows you to individually adjust the softness of the seat. All seats come with large in-flight entertainment screens, electrical sockets, USB port and iPod connector.

Passengers of both first and business class have access to the SWISS Arrival Lounge. With its day rooms and shower facilities, this is the ideal starting point for your stay in Switzerland.

SWISS First – Your suite above the clouds.

First class is equipped with a 23 inches in-flight entertainment screen, the biggest currently available. The totally flat, 2-meter-long beds come with a down duvet and pillow. Innovative air cushion technology allows your guests to adjust firmness of the seat while movable dividers and sidewalls allow for maximum privacy. A large guest seat with its own back and armrests, the ottoman, enables you to enjoy a fine meal with a companion or work with a business colleague.

SWISS Economy – Value for money.

Seats not only have neck support and ample leg room, they are also ergonomically enhanced for a comfortable seating experience. An extensive audio and video selection is available on a viewer friendly 9-inch screen. Plus a tasty selection of meals (special meal requests possible) is served.

SWISS Business – Arrive refreshed.

The totally flat, 2-meter-long beds come with an integrated massage function. Seating configuration allows each

Airports.

Zurich Airport is Switzerland’s largest airport and main hub with 22 million passengers per year. It is located less



Zurich Airport

than 10 km from the city centre. Thanks to the train station within the airport, you can reach the city centre in around 10 minutes. At the same time there are over 300 trains per day taking you to destinations all over Switzerland.

Switzerland is one of the last countries in Europe where passengers can still buy duty-free goods! Save up to 20% on perfumes and cosmetics, 30% on alcohol and 50% on tobacco. In addition, there are a big number of shops within the airport which have extended shopping hours, namely all week 6AM to 11PM.

The other international airport in Switzerland often used by Indian guest is Geneva, which is served by many Middle Eastern and European carriers. The train to the city centre takes 6 minutes and is offered FOC. Get a free Unireso ticket (valid for 80 minutes all over Geneva) at on of the vending machines located in the baggage reclaim hall. You will need to provide a valid flight ticket in case of being controlled by on ticket inspector.

Other cities with airports are Basel, Bern and Lugano all

of which offer flight connections within Europe.

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In order to become a certified Switzerland Specialist, you must complete all four modules. To get started, [REGISTER HERE](#) and download the study material to get acquainted with Switzerland.

If you have already registered yourself and would like to test your Knowledge about Switzerland as elaborated in this study material, please [LOGIN](#) your details here to take test.

To successfully complete the test, please note below:

- You must answer all the questions in each module.
- There is only one correct answer per question.
- Click the submit button to move on to the next module.
- You must qualify for each Module in chronological order with min. 80% (Module-1 >> Module-2 >> Module-3 >> Module-4) before you can proceed to the next module.