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Health Tourism in Switzerland

By Laura Kl Pping

GRIN Verlag. Paperback. Book Condition: New. Paperback. 60 pages. Dimensions: 8.1in. x 5.7in. x 0.2in. Studienarbeit aus dem Jahr 2012 im Fachbereich Touristik Tourismus, Note: 1, 3, Fachhochschule Stralsund, Veranstaltung: Health Tourism, Sprache: Deutsch, Abstract: Since the 1980s, the European health tourism is in a phase of complete change. Starting with cures, we are nowadays confronted with a wide range of wellness tourism offers. Today not only health resorts, spas or wellness hotels can be found on the market. Also theme parks, hotel chains and club destinations draw closer to health oriented tourism. Switzerland does really have huge possibilities within the health tourism sector and the tourism sector in general. Its most important strengths are landscape, alpine and Mediterranean climate, a great range of offers (summerwinter), manageable cities with attractive cultural offers, cleanliness, a good infrastructure and a central position within Europe. But there are also some considerable market weaknesses, that have to be regarded: high-priced image, unfavorable foreign exchange rates, treacherous weather, high investment needs and missing hospitality and openness. However, the very positive image as a holiday country, a sound nature and high reputation in the medical and also political sector (medical infrastructure, security, stability, protected privacy) give Switzerland...



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