Digitalisierung im Schweizer Tourismus - Progress Report

Mit französischer, italienischer und englischer Zusammenfassung.
Avec résumé en français. Con riassunto in italiano. With summary in English.

Complete project overview available on the official homepage of the SECO, including the Direct Report Download-Link.

Abstract

Against the backdrop of the implementation of the Tourism Strategy and the reporting to the Federal Council in 2021, SECO has commissioned the authors of this report to discuss a snapshot of the state-of-the art of digitisation in Swiss tourism as well as the remaining gaps and open topics/questions as part of a progress report on the baseline report "Digitisation in Swiss Tourism: Opportunities, Challenges, Implications" (Laesser, Schegg, Bandi Tanner, Liebrich, Lehmann Friedli, Fux, Stämpfli, 2018). This is essentially done along the following structure: - The open questions from the 2018 baseline report are taken up in the same order/structuring and answered as far as possible (cf. chapter 2), supplemented by a look at current international developments (cf. chapter 3). - The status of the digital transformation of Swiss tourism is shown and assessed. This analysis is based on a comparison of current digitisation in Swiss tourism in the context of strategic projects and exemplary international developments (see chapter 4). - New, open questions and possible future challenges are discussed and the resulting need for action assessed (cf. chapter 5). Against the backdrop of SECO's four priority themes, the Progress Report shows where Swiss tourism stands in the digital transformation as of the beginning of 2021. An essential input to this consists of project examples that can make a strategic contribution to the digital transformation in Swiss tourism. This report does not cover, or only marginally covers, the implementation of digitisation measures in individual businesses or organisations.