



## Training for Resellers - Part 1

### The - for individual travelers - relevant infrastructures of Switzerland

#### 1. General

In an international comparison, Switzerland has ideal infrastructural conditions to motivate for individual, IT-based travel:

Jaisli can say that with certainty, because he has traveled by bike and on foot to a good number of European and overseas countries with and without such infrastructure. In his many years as a global tourism provider in the active outdoor sector, he has therefore learned how important the infrastructural requirements described below are for a successful launch of future natural, individual, it-based tourism:

#### 2. The infrastructure networks

For an individual traveler, certain nationwide available and accessible „support“ in the form of „services“ is essential so that he can dare to travel (in most cases initially in a foreign country with a foreign language) individually, i.e. „on his own,“ without the “security” of a tour group with a tour guide. We are currently learning from our tourism researchers in the institutes of the universities of Bern and St.Gallen that the future of global tourism is about „individual travel“, i.e. (also Corona-influenced: „social distancing“) no longer the guided group of the past.

Thanks to its unique, comprehensive infrastructure networks, the destination of Switzerland has ideal conditions for this future of international tourism.

##### 2.1. The network of accommodation and inns

Superficially and viewed from the Swiss perspective, one thinks: You can sleep and eat anywhere... This actually applies to a large extent to Switzerland – but such infrastructures are by no means a common matter and not comprehensively available in other European countries.

The uniqueness of these „networks“ of accommodation and restaurants is that they are not only available in the industrialized, generally well developed and densely populated „Mittelland“, but also in the remote mountain valleys. This makes it possible to find a bed in a room and a warm meal at the table on all “long-distance hiking trails” so to speak and at all planned stages of Switzerland Mobility. This network is generally presented by „google map“ – and all accommodation-partners of „Switzerland Mobility“ one can find by icon on their app „Switzerland Mobility“.



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## 2.2. The public transport network

In this respect, too, Switzerland is the “world champion”: In this country, trains and buses not only run in the industrialized, densely populated “Mittelland”, but also – and at “hourly intervals” – in remote mountain valleys. This gives hikers and bikers the advantage of being able to find a „Postauto“ (postal bus), train or - in higher regions - a cable car anywhere in Switzerland should they need it (bad weather, breakdown, tiredness, accident) to an immediate transport „back to civilisation“. This public transport network is of inestimable value for individual travellers, all the more so since it is communicated very transparently and optimally thanks to the „sbb.ch“ app, so that every hiker or biker equipped with a mobile phone can find out where and when the next bus, train or cable car leaves.

## 2.3. The „SwitzerlandMobile“ route network

It is said - rightly so, based on my experience in tourism - that 70% of humanity (calculated only in „civilized“ countries) are „map-reading illiterate“, i.e. they know just as little about a topographical route map as a non-musician would know with a sheet of music notes...

So it would be useless (although of course it is still practiced) to send out a non-“map-reading illiterate” with a stack of route maps: He will never find out his current location or his further route (or according to the “old fathers custom” might have to ask about it during occasional human encounters, as long as he speaks the language...).

But the same illiterate is lucky in Switzerland: Since the national exhibition Expo.02 (in 2002) there has been the „SwitzerlandMobile“ project with the creation of a country-wide „route network“ for hikers, bikers and even inline skaters. See [www.switzerland-mobility.ch](http://www.switzerland-mobility.ch) for details. And thanks to this route network, even people who really don't know much about reading maps can easily find their way around – because route maps do not only show him where to go – but also (an even more important) where at the moment is his position...!

a) all these routes are perfectly and uniformly signposted (a miracle in a federal state!) and

b) all routes are mapped on interactive maps - the user of the relevant „Switzerland-Mobility“ app has the advantage that he can not only find the course of the route in all details, but above all his current location at any time (thanks to another optimal network in Switzerland, namely the mobile phone reception network of Swisscom or Sunrise...).

This „Switzerland-Mobility“ app (also available in a german version) provides the user with a



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wealth of additional information along the SwitzerlandMobility routes: such as pictograms for all public transport stops and stations, other pictograms for all types of accommodation at the stage locations along the routes (with the small restriction that only so-called „partner accommodation“ are listed here for a nominal fee...) and, last but not least, a pictogram at each location for the many, many „bike shops“ in Switzerland, which are simply all closed on Mondays, but otherwise provide valuable (repair) services for cyclists and bikers!

And if you want to know more about the tourist attractions and sights along the routes, you will also find a corresponding (purple) pictogram and a wealth (and density) of information that will amaze even veteran „tourism foxes“!

This „Switzerland-Mobility“ App“ replaces all „traditional“ travel documents, such as maps, information, route books and travel guides, so to speak - with the difference that all this information fits into a small mobile phone and can be called up with just a few clicks if necessary (at least as long as the mobile phone is under power...).

## 2.4. The „service network“ of Jaisli-Mobility-Services.ch

It's like a hotel: the best building, the best infrastructure (e.g. restaurant, guest rooms, wellness area) are useless if they are not „brought to action“ by an „operator“ (the hotelier/host and his team).

It is similar with the SwitzerlandMobility route network mentioned above: the expensive infrastructure would be largely useless if it were not made usable by an ‚operator‘ (JMS) by providing suitable ‚services‘.

These include „services“ such as

- the **daily luggage transport** from accommodation to accommodation (or already from and to domicile, from/to airport, etc.!),
- for foreign guests also the „**meet&greet**“ and the subsequent „**briefing**“ upon arrival at the airport,
- with the „**helpline**“ a mobile phone number, at the other end of which a competent person is available at any time (7/7, 24/24) and this person can provide information and organize help competently and in the usual „foreign languages“ if necessary.
- „**Knowhow**“ = Assistance in reserving accommodation and rental bikes

And these „services“ are useful if they can be offered anywhere and at any time along the nationwide network of „Switzerland-Mobility“ routes (in the near future also along the nationwide public transport network!)



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This nationwide network of „services“ has been created by Jaisli of „Jaisli-Mobility-Services JMS“ and by his large - now largely „retired“ - circle of friends, called his „Team of Gray Panthers and Wildcats“ who are ready to serve JMS and his guests with these services anytime, anywhere and competently on request, because - to quote the longest-serving of these „friends“ - they can now do what they love to do, i.e. „Driving and visiting these pretty receptionists in the hotels...“.

## **2.5. The combination of allround services by JMS and accommodation – a USP for Switzerland!**

With this combination of the nationwide „Switzerland-Mobility“ route network and the „superimposed“ service network of JMS, so to speak, Switzerland has the unique prerequisites for successful positioning as a USP for individual hikers, cyclists, bikers and public transport travelers from near and far.

These „services“ - all of which can also be booked „online“ - travelers can either use them individually (e.e. one.by.one according to their individual needs - see chapter: „The services of JMS“ and „à la carte“ offers - or also be booked as part of a unique, so-called „1-stop package“ online, which allow you to book complete cycling or hiking trips including accommodation with a single click on the JMS website (or app), , so that the decision on a weekend tour of 3 to 4 days or a whole vacation trip of 8 or more days can be made by 5 p.m. on the evening before the planned start of the trip - because the traditional papier „travel documents“ are simply produced digitally by JMS - and „subito“ sent online to clients all over the world...!

More about these „1-stop packages“ as well as about the „JMS services“ in separate schooling lessons.