

Session II: «Closing the skills gap to succeed in the digital tourism economy»

**«Digitalization is a must for our employees,
trust is key»**



Niesen, 2'363 m above sea level

Urs Wohler, CEO, urs.wohler@niesen.ch
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Key succes factors of the NIESENBAHN corporation:
«The Swiss pyramid, a funicular, a mountain restaurant and hotel»

- A simple and understandable product to a fair price

Mountain

+

Funicular

+

Restaurant

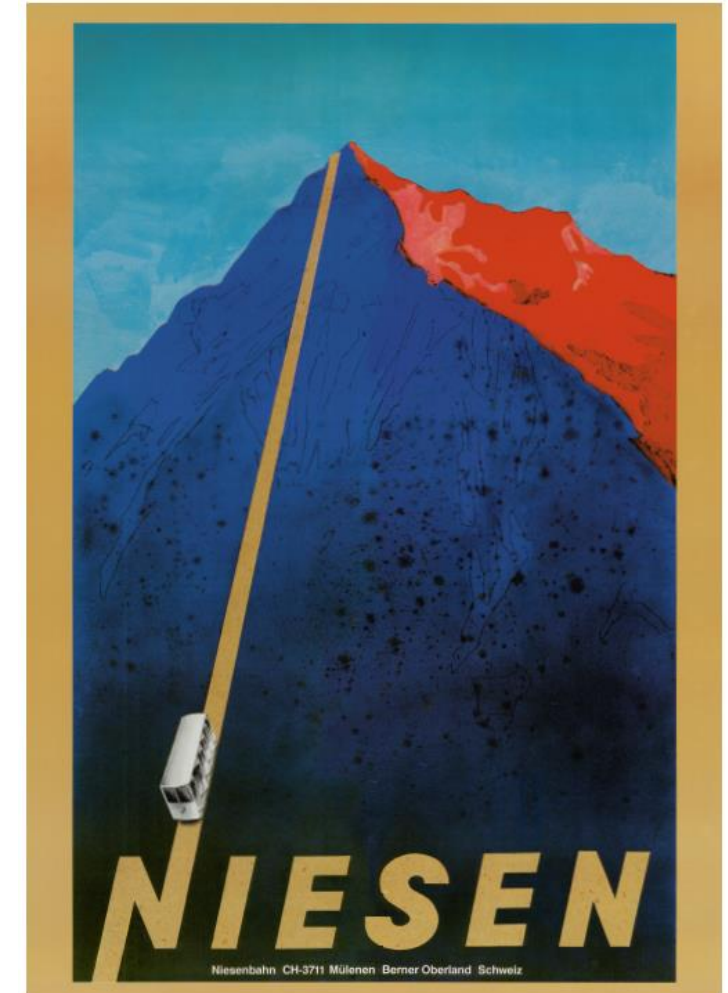


Emotions:
«that's where I want
to go to»

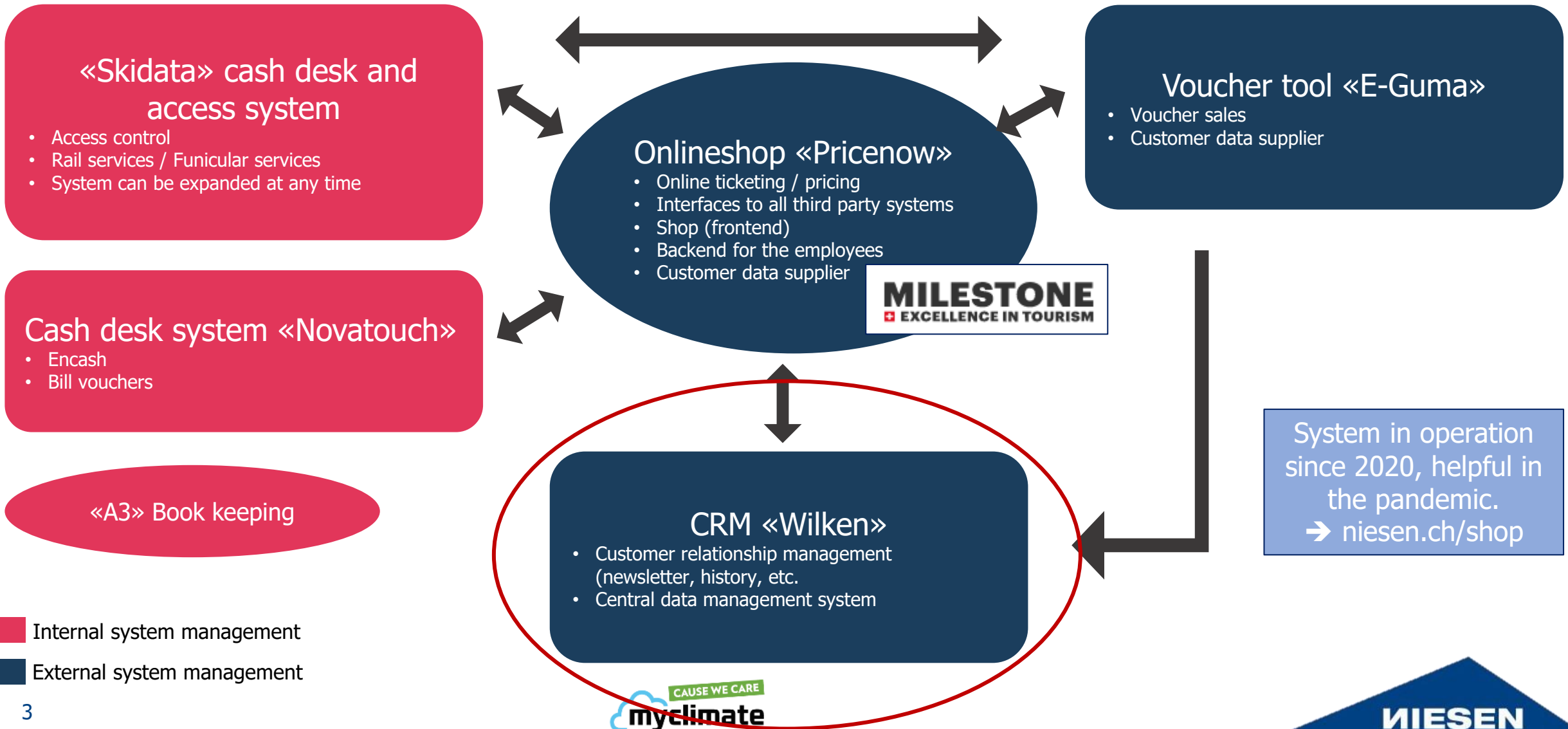
Reliability and
tradition: 120 years
of history

Hotel from 1856: Stay
overnight, enjoy, dream,
come back

- Guests from the Bernese Oberland, from the greater Berne area and from the other parts of Switzerland



Digitalization is a (the) condition in order to fulfill the future development

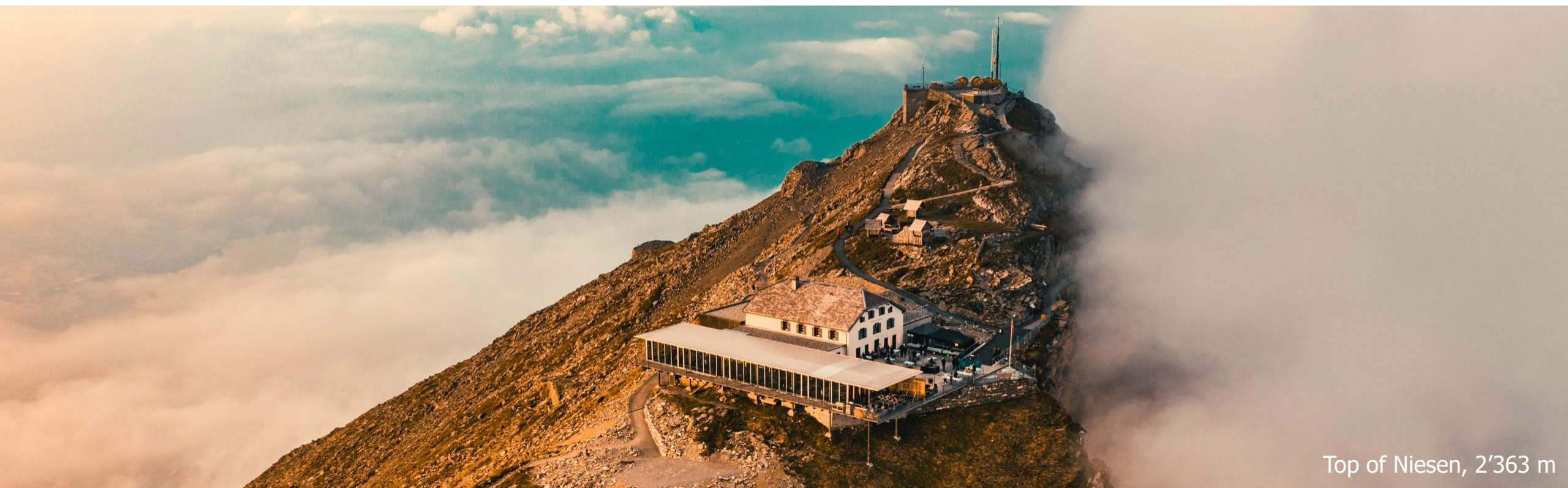




How we do we do that? How do we fill the gap(s)?
Training is not enough.

- We have to carefully select and introduce our employees
 - ...to take care of them
 - ...explain to them what we do
 - ...empower / enable them in new things and skills
 - ...take them for serious
 - Adjust education at their speed
- ➔ Intensifying Leadership
- ➔ Trust them
- ➔ Needless to say: Also demand performance from employees

But: **Trust** is «the key»



Top of Niesen, 2'363 m

1. Despite digitalization, we must never forget that the aim is to dialogue with the customer
2. Trust is the key to train employees who do not have all the skills
3. Without digitalization customer dialogue is no longer possible along the customer journey