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# A SCANDINAVIAN IDEA



*A charming glimpse inside an old farm house is one of the charms of the Ballenberg museum. Picture by courtesy of SNTO.*

## MANUAL OF SWISS TOURISM

The "Manual of Swiss Tourism", which has just come out, is the first complete directory of the Swiss travel industry. This 560-page work of reference contains thousands of addresses, gives information on all the organizations listed and indicates useful contacts. It also covers travel agencies, the Press, hotel chains, tourist offices, transport firms and tourist personnel training institutes in the country. This manual, planned to be brought out regularly each year, will be an invaluable work tool for all circles interested in Swiss tourism. It is available from *Urs Meierhofer, Studio de Tourisme, Case postale 238, CH-1000 Lausanne 22.*

## SWISSAIR TO MAINTAIN LOW DENSITY SEATING

Swissair has decided to maintain low-density seating in its wide-body aircraft, in keeping with its commitment to high standards of service and comfort.

The airline rejected the idea of increasing the seating configuration from nine to ten abreast on its Boeing 747s and from eight to nine abreast on the DC-10-30s. In doing so it took into consideration the wishes of its regular and frequent travellers as well as those of the full fare passengers who from April this year will be able to reserve a particular seat on long haul routes at time of booking.

With its decision in favour of quality and comfort Swissair also indicated its resolve not to engage in "mass tourism" beyond the present scale. It considers its associate companies, Balair and Compagnie de Transport Aérien (CTA), better suited to the requirements of this particular market. Balair is shortly to take delivery of a new DC-10-30 aircraft seating 345 passengers.

It is intended in future to seat frequent and business travellers in the front sections of wide-body aircraft and tourist groups in the rear section so that passengers travelling together can also sit together.

Swissair has also decided not to introduce a three-class system. It considers the differences in economy class tariffs to be justified by the conditions attaching to them and sees no reason why users of special tariffs should receive inferior service.