

Become a qualified expert

Swiss Travel System has launched an e-learning platform for future Swiss public transport experts. This is a unique opportunity where agents can broaden their knowledge in an entertaining way and acquire essential public transport know-how. **Andreas Nef**, Market Manager, Swiss Travel System for UAE shares more details.

 Shehara Rizly

Could you share the reason to launch a Swiss travel programme?

Swiss Travel System didn't have a dedicated e-learning programme so far as such. There was an e-learning and incentive programme, called the Swiss Travel Pass Super Star running in a few selected markets, also in the Middle East. However, this programme

was very basic, not interactive at all and not up to date anymore. Swiss Travel System's goal was to launch a sophisticated, interactive e-learning programme which is state-of-the-art and can be accessed worldwide.

Who are your target audience?

Our target audience are travel agents and travel industry related staff who are interested in Switzerland and its public transport sys-

tem, the Swiss Travel System. They could be selling Swiss Travel System products already or may want to sell them in the future.

Do share the key objectives and expectations from the programme.

Selling public transport and especially rail requires a certain basic knowledge. Especially in Switzerland, the public transport system is very sophisticated which many people around the world are not aware of.

The objectives of this new e-learning programme are to transfer information about the Swiss Travel System and the benefits of travelling by public trans-

port in Switzerland to the target audience. By using a lot of interactivity, animations and movies, this should happen in a fun way. But the programme should also increase the popularity of Switzerland as a holiday destination.

How can the Middle East travel fraternity benefit by attending the programme?

The goal of learning is to motivate, to be fun and, not the least, to promote sales. In addition to various incentives such as souvenir pictures and awards, attractive prizes are in store for participants several times a year. After successfully passing


the tests, specialists may officially call themselves Swiss Travel System Excellence Expert.

What are the key focus areas for the programme and will there be a certification at the end of it?

The programme covers the entire public transport system of the country. In the individual courses, participants learn everything about the characteristics of the Swiss Travel System – from tickets and passes to premium panoramic trains to luggage transport. This achievement also merits a diploma, which can be downloaded at the end. But that's not



Andreas Nef
Market Manager
Swiss Travel System for UAE

all – participants collect points with every learning progress. Those with the highest scores will be rewarded with a visit to Switzerland – travel, hotel and Swiss Travel Pass included. So, the learning effort is absolutely worth it. 

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