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## *Press release*

# **Tourism: HSG and PwC Switzerland join forces**

*PwC Switzerland becomes a global consulting partner for the practical application of the St. Galler Modell für Destinationsmanagement™*

**Since June 2014, PwC Switzerland's hospitality and leisure specialists have been working together with the Institute for Systemic Management and Public Governance (IMP-HSG) of the University of St. Gallen (HSG) in the area of tourism. The IMP-HSG has developed an innovative management approach for tourist destinations geared specifically towards customers and their behaviour, allowing local players to adapt their practices in a targeted manner. As a global consulting partner, PwC Switzerland will employ this model to support tourist destinations in creating more added value.**

Zurich, 22 October 2014 – Collaborating with the IMP-HSG has enabled PwC Switzerland to gain a scientifically supported methodology that has been successfully put to the test in practice, by both PwC and the IMP-HSG. "The St. Galler Modell für Destinationsmanagement™ is an intuitive and practical approach to destination management that gives us the tools to provide destinations in Switzerland and abroad with targeted advice and support," explains Nicolas Mayer, Swiss Hospitality & Leisure Industry leader at PwC Switzerland. Dr. David Ermen, Manager Lodging & Tourism Clients Group at PwC Switzerland, adds: "The model helps to deploy tourism-related resources more efficiently and strengthen the position of local service providers – in established destinations as well as developing ones."

According to Prof. Christian Laesser, Head of the Institute for Systemic Management and Public Governance (IMP-HSG) of the University of St. Gallen, "this collaboration offers the unique opportunity of further developing an approach that was initially devised for scientific purposes to make it workable in practice, but also of gaining important impulses for science." Prof. Laesser



developed the method together with colleagues Prof. Pietro Beritelli and Dr. Stephan Reinhold of the IMP-HSG.

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