

SWISS  SNOWSPORTS

#mymagicmoment



INTERSKI



Experiences & Magic Moments

Pamporovo 17-22 March 2019

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Editorial office

Eva Hauck, Marcel Homberger, Arsène Page,

Layout

Eva Hauck, Natalie Hug

Pictures

Urban Engel, IMS, Michael Portmann, SSSA, Madlaina Walther

Translations

Tom Lütscher, Ines Mangisch

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Foreword

Dear Snow Sports Instructors and Officials,

The Swiss Ski Schools have been very well positioned in their provision of ski instruction for children and adult beginners for decades. Our instructors enjoy a good reputation among their national and international guests. This is particularly because our guests can rely on the high level of expertise offered by our instructors, whose methodological skills guarantee a high degree of learning success.

However, there is still a great deal of potential to be tapped in adult ski instruction for those who are not beginners. More experienced snow sports enthusiasts rarely approach the ski schools for further training. That's why Swiss Snowsports has been launching initiatives in recent years specifically aimed at this category of snow sports enthusiast. It has now been a few years since we had all the hype surrounding carving skis. Shaped skis are now a basic part of ski equipment for winter sports enthusiasts in Switzerland. Nevertheless, the number of people that can actually use the carving technique and in particular apply or even master the skill of using the edges of the skis to make a turn remains relatively small. It is much the same when it comes to skiing off-piste. Although there have been adverts pushing the «magic moments» that you can experience on a deep-snow run for years, the ski schools have still not been able to attract much interest for this type of ski experience.

Experience-oriented hospitality is one of several initiatives aimed at generating new or repeat business from advanced winter sports enthusiasts or even experienced skiers or snowboarders. Swiss Snowsports is convinced that every snow sports enthusiast can not only benefit from having good-quality snow sports instruction at least once per winter season but can also experience a «magic moment» that they can recount to friends and family with pride and enthusiasm.

In addition to introducing the current projects of Swiss Snowsports, we look forward to an exciting congress and a friendly and agreeable atmosphere in Pamporovo.



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President Swiss Snowsports



Riet R. Campell
Director Swiss Snowsports

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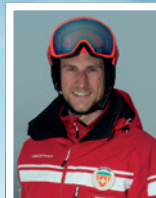
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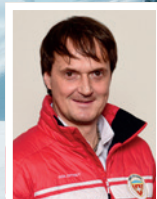
Bastien
Dayer
Telemark



Isabel
Jud
Snowboard



Jürg
Marugg
Nordic



Arsène
Page
Ski



Jan
Steiner
Tourism



Kurt
Strässle
Disabled

Heads of disciplines

Coach

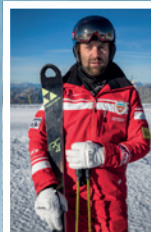


Marcel
Homberger

Ski



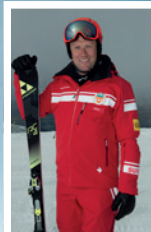
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Brügger



Christian
Caspar



Jonathan
Fiol



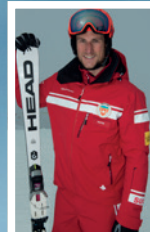
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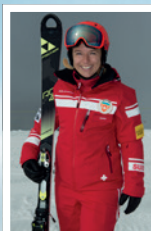
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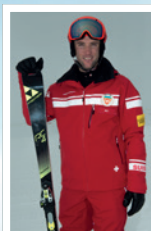
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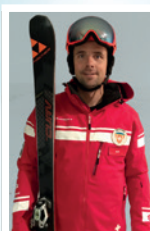
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Nadine
Grünenfelder



Rolf
Marmet



Alex
Singenberger



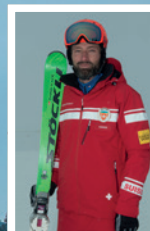
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Tobler



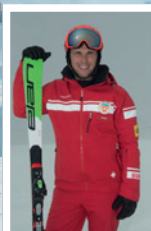
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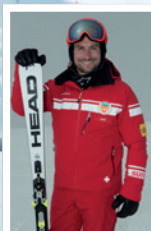
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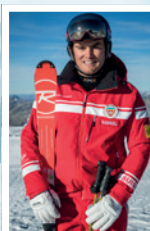
Frederick
Thomas



Stefan
von Känel



Kilian
Weibel



Gabriel
Anthamatten

Snowboard

Telemark

Nordic



Jürg
Marugg

SWISS  SNOWSPORTS
DEMO TEAM

Facts & figures

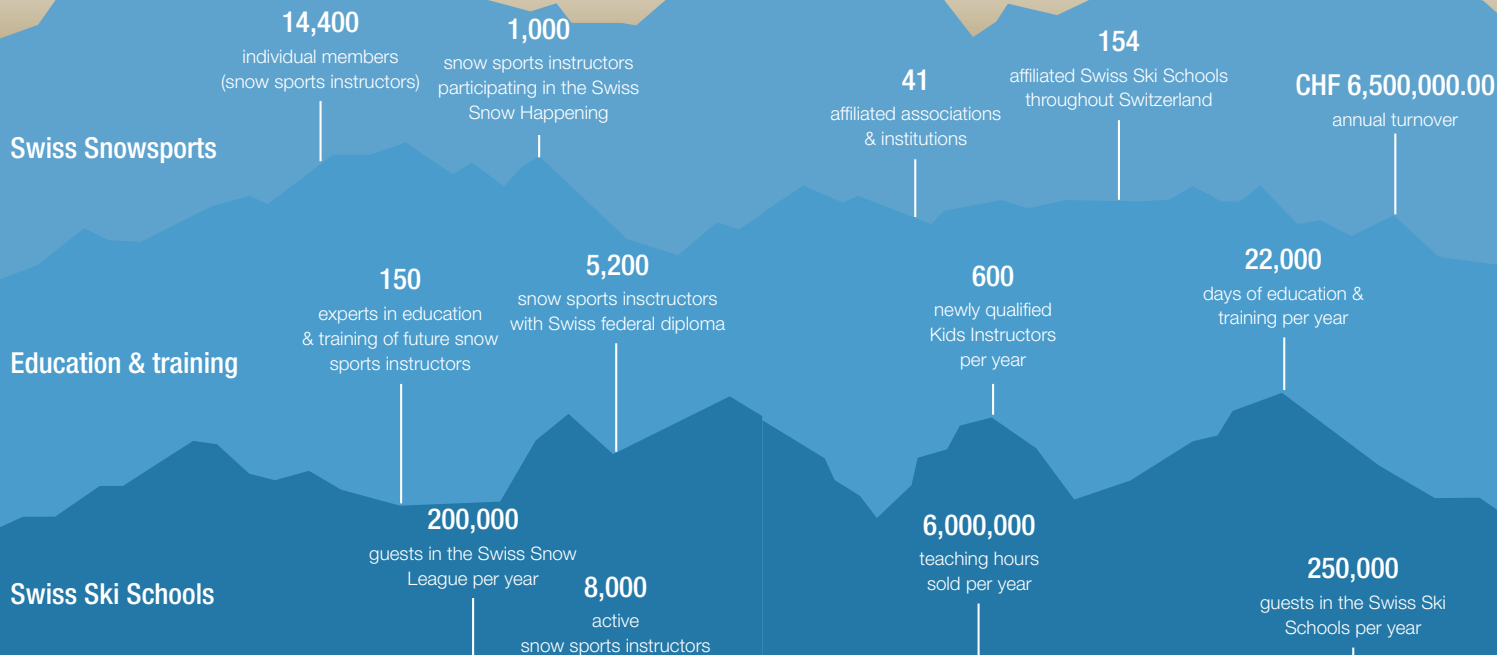
SWISS  SNOWSPORTS



Swiss Ski Schools



Swiss Snow Sport Instructors



Switzerland and its ski schools

We have been looking after our guests in the Swiss Ski Schools since 1932. There are over 150 schools in all ski resorts and major towns in Switzerland which allow our guests to enjoy first-class snow sports instruction and memorable winter sports experiences.

We provide our youngest guests from 3 years of age with the best possible start in the Swiss Snow Kids' Village with Snowli and his friends. With an age-appropriate and playful approach and the necessary safety precautions, the little ones can soon experience their first sense of achievement on skis. When they have mastered the first hurdles in the Swiss Snow Kids Village, the children move on to the Swiss Snow League and then the Swiss Snow Academy. And the adults can look forward to plenty of excitement too. From special carving lessons to their first experiences off-piste or a course for returners with guaranteed success. There is something for everyone in the Swiss Ski Schools.



Switzerland – the land of winter sports

Did you know that...

- around 70% of Switzerland consists of mountains?
- Switzerland offers around 5,500 kilometres of groomed cross-country ski trails?
- there are over 330 ski resorts in Switzerland?
- there are more than 2,400 lifts in Switzerland's ski resorts?
- Switzerland offers more than 7,000 kilometres of ski runs?
- the longest ski run is in Zermatt and is over 25 km long?
- the highest mountain in Switzerland is not the Matterhorn but the Dufourspitze at 4,634 m above sea level?
- there are altogether 48 mountains higher than 4,000 m in Switzerland?



Swiss Ski Schools' advertising campaign

The winter season 2018/2019 has seen the Swiss Ski Schools launch their very first national advertising campaign, under the slogan «Swiss Ski School for everyone». The campaign on both television and social media channels features short, humorous adverts showing what winter sports enthusiasts – from beginners to experienced skiers and snowboarders – can learn and discover from the snow sports instructors at the Swiss Ski Schools.

The adverts focus on the Marti family: mother Beatrice, father Marc and daughter Aline. While Aline is venturing out on skis for the first time in the Swiss Snow Kids' Village with Snowli and his friends, mother Beatrice is skiing with her own personal ski instructor to develop her existing skills and become even more secure on the slopes. Father Marc, on the other hand, hasn't been on skis for a long time but is nevertheless confident in his skiing ability. He thinks ski instructors are unnecessary but is soon proved wrong as most of his attempts to ski don't end well!

The overall goal of the campaign is to make people aware that ski schools are not just for beginners and children but that experienced adult snow sports enthusiasts and those returning to the slopes after a while away still have a lot to learn and can benefit from the offers provided.





Range of offers for experienced adult snow sports enthusiasts: the slogan «Swiss Ski School for everyone» says it all

The title of the campaign says it all: the campaign «Swiss Ski School for everyone» therefore includes ski and snowboard instruction for adults with experience or advanced skills. For the 2018/2019 season, the Swiss Ski Schools have put together a selection of attractive offers especially targeted at advanced and experienced adult snow sports enthusiasts. The newly launched products extend and enhance the product range in the adult target group and they also give the existing products an attractive and recognisable name. A total of 8 new products have been created in the disciplines skiing, snowboarding, cross-country skiing and telemark skiing.



Scan the QR codes above to know more about the campaign «Swiss Ski School for everyone».



Training structure «Snow Sports Instructor with Federal Diploma» Season 2018/19

Period of education: modules up to BP (NH and EH1 included) = 52.5 days + 80 days practice = 132.5 days, 137.5 day from ZA (5 days) to BP

International	Switzerland
ISIA CARD	Snow Sports Instructor with Federal Diploma "Swiss Snow Pro" (highest education degree recognized by the state) Instructor + P2/PBC + VT + TR + WM = 81.5 + 40 + 6 + 4 + 5 = 137.5 days
ISIA Technical Test (competition) Discipline: Ski Duration: 1 day optional, integrated in IK	

ISIA STAMP
Instructor SSSA Aspirant + P1 + SR + EH1 + IK = 21 + 40 + 3.5 + 3 + 14 = 81.5 days

Aspirant SSSA ZA + NH + ME + TE + FS = 5 + 2 + 7 + 7 = 21 days
--

ISIA Pyramid according to ISIA Minimum Training Standard

Federal Professional Examination (BP)
Examination: Research paper (EFA) with presentation and discussion, professional knowledge (oral)
Duration: 1 day, centrally organised at least once a year
Eligibility: ZA + NH + ME + TE + FS + SR + ZG + EH1 + IK + VT + TR + P1+ P2

Tourism + Law in Snow Sports (module)
Multidisciplinary
Duration: 4 days
Eligibility: turned 18 during the year of the course; from ZA

Freeride (elective module)
Multidisciplinary (Ski, TM or SB)
Duration: 5 days
Eligibility: P2 + VT + PFR

Freestyle (elective module) or Race (elective module)
Multidisciplinary (Ski, SB, NC, TM)
Duration: 5 days
Eligibility: Aspirant

Second discipline (elective module)
Completed after successful exam in Methodology and Technique for teaching Beginners
Duration: 5 days

Considered as Second Engine: Kids Instructor, ZA SSSA, ME, TE (mark: 3.5), J+S basic education

Practice 2
Multidisciplinary
Duration: 40 days in a commercial snow sports school
Valid from: ZA

Practice 1
Multidisciplinary
Duration: 40 days in a commercial snow sports school / institution / association
Valid from: ZA

Off-Piste + Ski-Touring (module)
Multidisciplinary (Ski, TM or SB)
Duration: 6 days
Eligibility: Aspirant + SR* + EH1
*at least 30 days between the end of SR and start of VT

Instructor Course (module)
Multidisciplinary (Ski, SB, NC or TM)
Duration: 14 days
Eligibility: Aspirant* + SR + EH1 + P1
*at least 30 days between the end of the Aspirant course and the start of the Instructor course

First Aiders level 1 IRS (course)
Multidisciplinary; Duration: (14 hours) 3 days; Eligibility: all

Methodology (module)
Per discipline (Ski, SB, NC or TM)
Duration: 7 days
Eligibility: turned 18 during the year of the course, ZA + NH

Technique (module)
Per discipline (Ski, SB, NC or TM)
Duration: 7 days
Eligibility: turned 18 during the year of the course, ZA + NH

Foreign Language (exam)
Duration: integrated in TE

Safety + Rescue (module)
Multidisciplinary (Ski, TM or SB)
Duration: 3.5 days
Eligibility: from modules ME or TE

First-Aid (course)
Multidisciplinary; Duration: (10 hours) 2 days; Eligibility: all

Basic Education (ZA)
Kids Instructor Course, Introduction Course in an authorized snow sports school, SSSA Preparation and Advanced Courses, J+S Instructor in Snow Sports or Chief of Senior Sports in Snow Sports (per discipline in Ski, SB, NC, TM)
Duration: at least 5 days
Eligibility: turned 17 in the year of the course for ZA Kids

Compulsory modules
(Main discipline: Ski, Snowboard, Cross-country skiing or Telemark)

Elective modules
At least 1 elective module (WM):
Second discipline, Freeride, Freestyle or Race

Mandatory practice

YOUR PROFESSION: SNOW SPORTS INSTRUCTOR

Your career as a Snow Sports Instructor with Swiss Federal Diploma

SNOW SPORTS INSTRUCTOR WITH SWISS FEDERAL DIPLOMA

Swiss Federal Professional Examination (BP) – Anyone successfully completing the training including the practical sessions and the associated Swiss Federal Professional Examination is entitled to hold the protected title “Snow Sports Instructor with Swiss Federal Diploma”. The professional examination consists of a written individual assignment and an oral examination on the nature of the profession.

Off-Piste and Ski-Touring (VT) – The course conveys the skills required to lead a group of snow sports enthusiasts safely off-piste or on a ski tour taking the weather conditions into consideration.

Tourism and Law in Snow Sports (TR) – This training course conveys knowledge in the following areas: tourism supply chain, quality awareness, dealing with customers, communications, marketing, tourism organisations, legal foundations, the key ecological interrelationships between tourism and nature.

Elective module Second Discipline (ZG) – In this module on a second piece of equipment, the basics for delivering successful beginners' lessons are given in the fields of education, methodology and technique.

Elective module Race (WM RC) – This module offers you more information on racing techniques, a detailed look at setting the course for slalom skiing, the organisation of guest races and safety.

Elective module Freestyle (WM FS) – This module gives you greater in-depth technical knowledge of the snow park, the slope and the half-pipe.

Elective module Freeride (WM FR) – This module consolidates the training content of the Safety+Rescue (SR) and Off-Piste + Ski-Touring (VT) modules.

INSTRUCTOR

Instructor course (IK) – The focus is ensuring proficiency in professional instruction for all levels. Instruction and training is provided in the fields of education, methodology and technique.

Safety and Rescue (SR) – This module develops the required skills to carry out a rescue in an avalanche accident.

ASPIRANT

Technique (TE) – The focus is on the effective demonstration and teaching of different techniques for all levels of ability, from beginner to advanced. Incl. a foreign language test.

Methodology (ME) – The focus is on the educational-methodological basics for beginners and advanced skiers in groups and private lessons.

Kids Instructor (ZA Kids) – Skiing and Snowboarding – You learn how to teach children's lessons and find out about the Swiss Snow League.

Basic education (ZA) – Skiing, Snowboarding, Cross-country skiing, Telemark skiing – The basics for delivering successful beginners' lessons are given in the fields of education, methodology and technique.

EXPERIENCE-ORIENTED HOSPITALITY IN THE SWISS SKI SCHOOLS

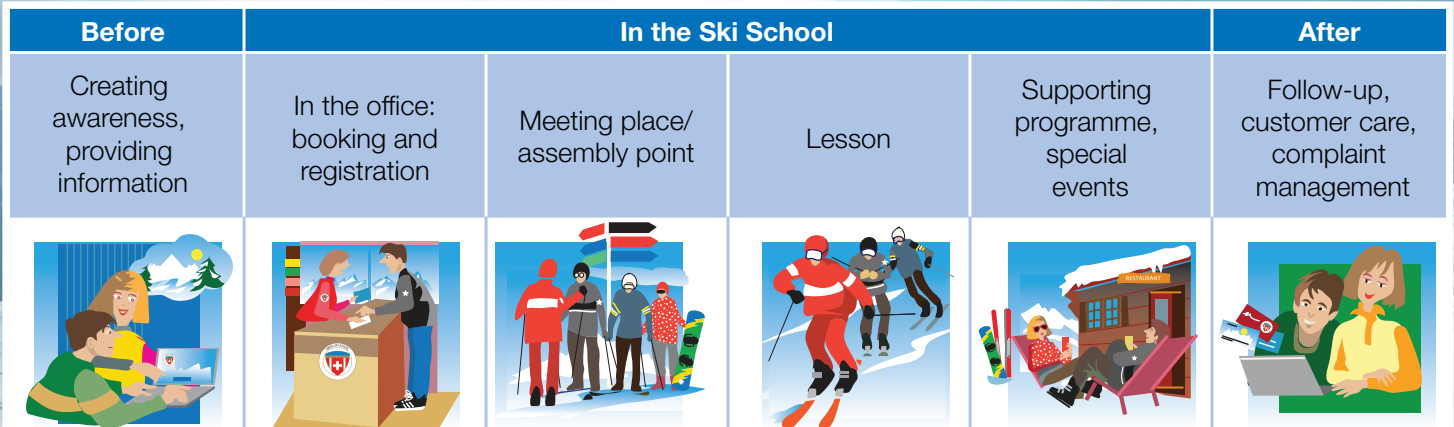
EXCITED GUESTS AND MAGIC MOMENTS

Not only the ski equipment and technique have kept changing, but also the environment of winter tourism. Current developments such as a tendency towards shorter holidays, more complex requirements of guests and the growing competitive pressure in the leisure industry can only be met with high quality.

Today's guest no longer simply understand quality to mean, say for example, a good infrastructure such as a neat and tidy sales office or the Swiss Snow Kids Village. Instead, the quality of experiences plays a particularly important role. Experiences make products unique, guests are addressed emotionally and there is a bond between them, their snow sports instructor(s), the Swiss Ski Schools and perhaps even the travel destination.

In spring 2017, Swiss Ski Schools launched the project «Experience-oriented Hospitality». All Swiss Ski Schools are integrated into this nationwide Swiss project and aim to enhance their range of services with a stronger emphasis on guests' experiences.

The basis of the project is the so-called chain of experiences. Along this chain of experiences, the best possible conditions must be created for the guests to experience many positive experiences.



Illus. 1: Chain of experiences

MULTIDISCIPLINARY: SMALL LECTURE

Topic

Experience-oriented hospitality in Swiss Ski Schools

Speakers

Michael Brügger & Marcel Homberger

Objectives

Participants know the importance of Magic Moments in winter tourism and are familiar with the means to increase the quality of experience.

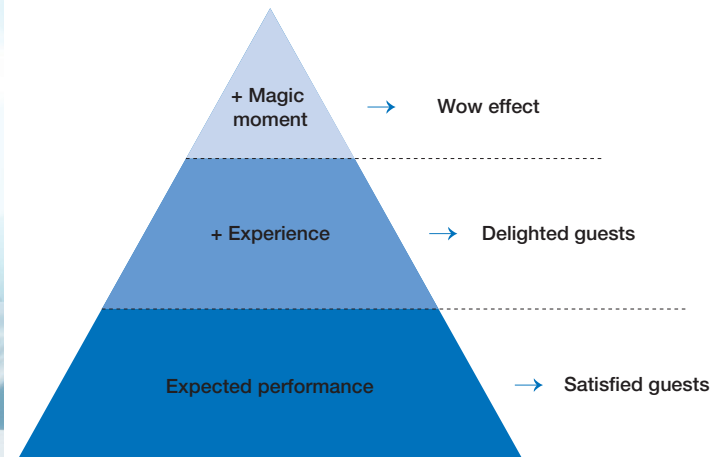
The way of creating Magic Moments

For their holidays, guests look for something different, something special, the counterpart to their day-to-day lives. They let themselves be addressed by stories that they might like to experience themselves. In many cases this is where experiences come into play.

By creating more memorable experiences and Magic Moments, we aim to welcome still more guests to our Swiss Ski Schools in the future.

Swiss Snowsports, in collaboration with its snow sports instructors and Swiss Ski Schools, has dedicated itself over the past 1.5 years to the question of how this can be achieved and what measures need to be taken, thus laying the foundations for a more successful future for Swiss Ski Schools and snow sports instructors.

«The most enthusiastic guests tend to be those who experience things that are not commonplace and happen unexpectedly. These experiences involve several of the guests' senses, far exceed their expectations and allow them to participate in an active role.»



Illus. 2: Inspire guests

SKI: SMALL LECTURE

Topic

Advanced Ski Clinic For Adults

Speakers

Demian Franzen, Alex Singenberger & Arsène Page

Objectives

To introduce new products (i.e. offers) for adult skilled (or expert) skiers.

To provide a relevant analysis regarding the situation of instructor training.

Exploiting the potential

While, for example, some tourist travel destinations and mountain lift companies are complaining about a decrease in so-called «Skier Days», we want to take a step forward and launch new products aimed at a market that is arguably very large in the ski resorts, but hardly consumes any ski lessons. In developing these products, we have analyzed our training pyramid and come to the conclusion that our instructors are generally more highly trained than demanded by the market. This has encouraged us to create further products, whereby our teachers are increasingly able to teach at the level of their actual competence. We believe that, on the one hand, this should increase the attractiveness of the profession of ski instructor. On the other hand, it should make it essential for becoming instructors to fully complete their training.

Products already put into practice (1 example)

CARVING - Performance

How well do you ski? You are a very good skier, your tracks are already clearly carved on gentler slopes and you are able control your speed well. Perhaps when skiing steeper terrain, your skis occasionally slip away from you and you tend to lose control of the speed.

What can you expect? You will be working with your coach to improve your carving skills and you will see a real difference when your learning progress is measured.



SKI: ON SNOW WORKSHOP

Topic

Improve Your Technique

Speakers

Swiss Snow Demo Team Ski

Objectives

To see more adult expert skiers as guests at the Swiss Ski Schools.

To improve the perceived image of lessons for adult expert skiers.

Questions

- Where do our guests (adult expert skiers) remain?
- Which offers appeal to these guests? What are their interests?

Content

- Introduction: the status quo / the problems
- Solution-centered campaigns launched so far
- Better technical understanding as a means of better teaching
- Example lessons by a member of the Swiss Snow Demo Team
- Exchange with other nations on the issue of lessons for adult expert skiers
- Ideas and approaches

Take Home Message

Do you ski? We believe there is more to it. We will coach you to the next level.



SNOWBOARD: SMALL LECTURE

Topic

Stop Thinking – Start Learning

Speakers

Isabel Jud & the Swiss Snow Demo Team Snowboard

Objectives

The participants broaden their knowledge about effective teaching methods in lessons on the snow.

Participants recognize the connection between individualized teaching and successful learning.

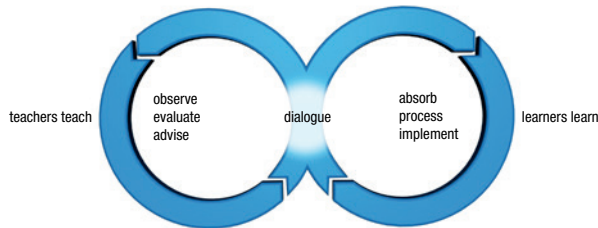
Lead questions

- Which teaching methods are effective?
- What kind of teacher behavior is beneficial to learners making progress?
- How can I make the greatest individual progress possible for the learners through feedback and exercises?



Open Learning Pathway	Structured Learning Pathway		
	Integral Method	Combined Method	Partial Method
Diverse results Open path to solving a specific problem in motion learning Challenging task	Target form	Target form	Target form
	Integral practicing of the target form	Substep	Substep
		Substep	Substep
		Substep	Substep
	Exactly specify execution	Begin integral practicing	Substep

Illus. 3: Learning pathways and methods



Illus. 4: The pedagogy concept

Use of models

Lessons at the 1st level

Acquisition/consolidation of a movement

What kind of learning methods are effective and when?

Teaching at the 2nd level

Application/Variation of a movement

How is the teaching individualized so that as many various types of learners as possible are addressed?

Teaching at the 3rd level

Creation/Supplementation of a movement

What do I do as a teacher to help the guests achieve their goals?

«Personalized instruction oriented towards individual needs has a great value for guests and lets them both make more rapid learning progress, as well as take home lasting experiences.»

Performance Model

	physique	psyche
energy	physical resources	psychological resources
control	coordinative competence	mental/tactical competence

Illus. 5: Performance model



SNOWBOARD: ON SNOW WORKSHOP

Topic

Methodological approaches to stabilizing movements

Speakers

Swiss Snow Demo Team Snowboard

Objectives

Participants come to understand how our various channels of perception can be used as a methodological aid.

Participants experience individualized teaching.

Questions

- Can a certain motion be stabilized through repeating it with a different focus?
- How can we provide our guests with a more thorough experience of motion?

Content

On the basis of a specific form, the exemplary lesson shows how to stabilize a particular motion.

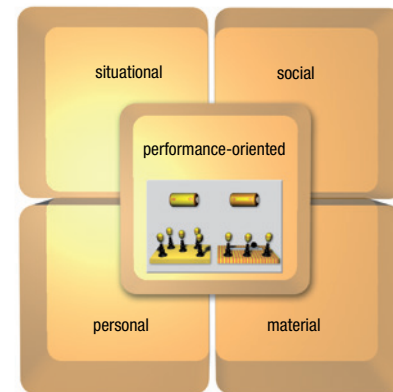
Theoretical Background

Methodological model: the principles of variation (SSSA 2010: Snowsports Switzerland. Teaching Material, Vol. 1: The Principle of Variation)

Take Home Message

The focus is on the diversity of perception:

«Same same but different – acquired motions are stabilized by repeating them without doing the same thing twice»



Illus. 6: Principle of variation



NORDIC: ON SNOW WORKSHOP

Topic

Teaching in connection with Experience-Oriented Hospitality

Speakers

Swiss Snow Demo Team Cross-Country

Objectives

Participants gain experience with the competences within the field of action «Good Snow Sports Activities» and can establish the connection to «Experience-oriented Hospitality».

Questions

- What insights do the participants gain in relation to their own instruction?
- Can participants work out specific examples in relation to the competences within the field of action «Good Snow Sports Activities» in cross-country skiing?

Content

To analyze of the competences within the field of action «Good snow sports activities» and to define ideas in the area of cross-country ski lessons for adults. To transfer these competences into practical sequences using the double-poling technique as an example.

Take Home Message

«In which areas can I improve my teaching to give participants a lasting experience?»



TELEMARK: ON SNOW WORKSHOP

Topic

Telemark Skiers: A Typology

Speakers

Swiss Snow Demo Team Telemark

Objectives

Participants can categorize different types of telemarkers and can adapt their teaching style and lesson content to these different types so as to turn lessons into experiences.

Questions

- On what basis can we define a typification of telemarkers
- How to structure a teaching experience to different types?
- What are the main techniques and styles that different telemarkers aspire to?

Content

- Consider guests' level and what they aspire to
- Define main techniques and teaching styles accordingly
- Communicate achievable goals to the guests
- To plan an experience rather than a mere succession of drill exercises

Take Home Message

«People have a deep-rooted motivation that make them practice a sport, so the experience that underlies and encompasses the activity itself is important. What is your motivation? What type of telemarker are you?»



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Daily and live from the Interski Congress in Pamporovo. We are streaming from our «Swiss Stübli» in Pamporovo with daily updates on what we've seen and done at Interski 2019.

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Swiss Snow Demo Team and Swiss Snowsports keep you up to date on their Social Media accounts.

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