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und Tourismus IDT-HSG
Kompetenzzentren:
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1998

Report on Activities

**Institute for Public Services and
Tourism of the University of St.
Gallen**

(previously Institute for Tourism and
Transport)

1 1998: from the Institute of Tourism and Transport to the Institute for Public Services and Tourism of the University of St. Gallen

In 1998, the Institute for Tourism and Transport, which was set up in 1941 and has had a long tradition, was restructured into the new Institute for Public Services and Tourism. This restructuring provided the Institute with two additional chairs: the Chair of Business Administration with Particular Reference to Public Institutions, and the Chair of Economics with Particular Reference to Regional Economies. With the concomitant competence centres of

- tourism and transport,
- regional economies, and
- public management,

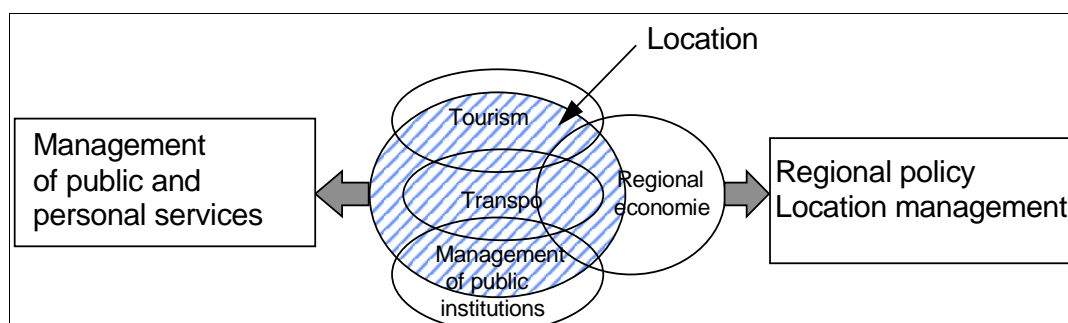
the new Institute is capable of applying its competence to key problems in the interface area of classic university subjects, in particular to the following domains, which are acquiring increasing importance in the course of globalisation:

- integrated location management,
- the management of public and personal services.

This restructuring also meant that the Institute virtually trebled in size. About 30 members of staff work in the following fields:

- scientific research (in the discipline of business administration, particularly questions of the management of public and personal services; in the discipline of economics, particularly questions of regional economies; and at the interface between the two, questions of integrated location management)(cf. Figure 1);

Figure 1: *Focal points of the disciplines*

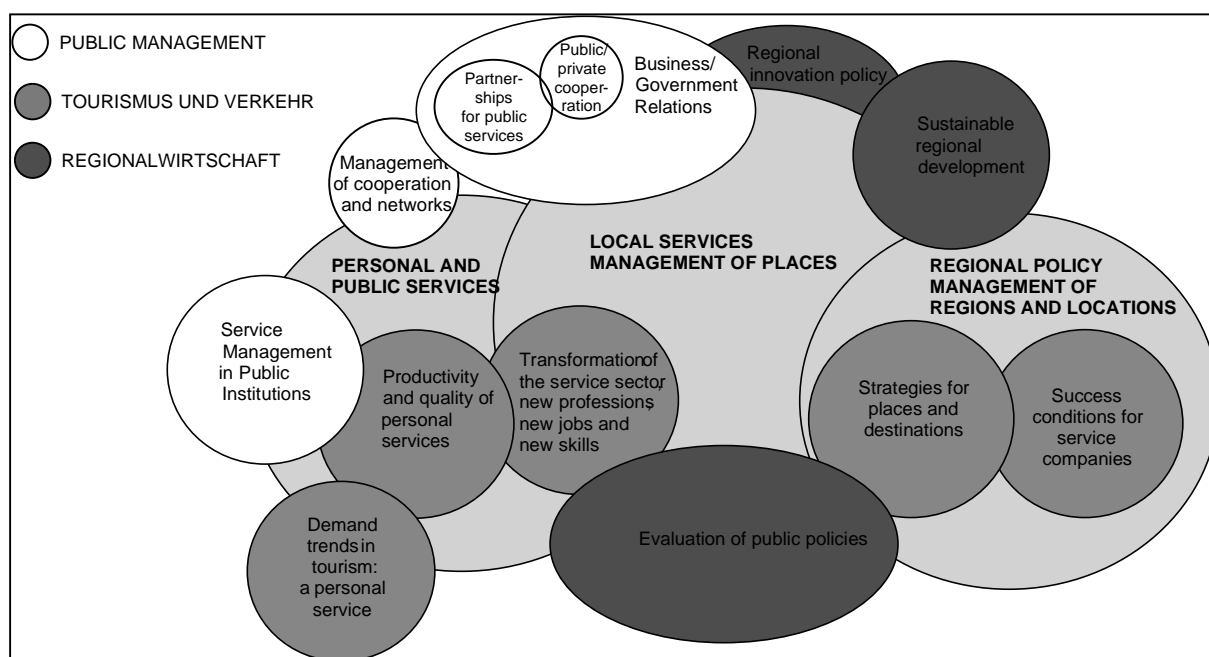


- teaching (including in-depth treatment of tourism and transport, as well as Public Management at the University of St. Gallen);
- services and the provision of expert opinions for private enterprises and the general public;
- post-graduate activities (including a seminar on administration management, and shortly, a certificate in service management);
- publications (including textbooks, monographs in the Institute's own series of publications, as well as periodicals such as yearbooks on tourism and transport).

The restructuring was effected as at 1 July 1998. We would like to extend our cordial thanks to all the instances involved, from the Institute's staff to the Rector's Office, for their confidence in the new concept and the extra work that they put in. In the first six months of its operation, the Institute's new structure quickly revealed its synergetic advantages.

- On the occasion of an inauguration conference entitled "Competitive Strategies for Locations" on 13 October, the interaction of business administration and economics in the treatment of issues relevant to locations was demonstrated to experts in the field.
- With a view to optimising teaching, the lectures and seminars on the in-depth studies of Public Management and Tourism and Transport, which had previously been run separately, were designed and run jointly.
- The quality of project work has already been able to benefit from the newly gained Institute know-how, as in a project entitled "The structure of performance agreements for tourism associations" (Tourism and Transport with Public Management), or "Transport in the Lake Constance area" (Tourism and Transport with Regional Economies), or in the field of two research projects on service and administration culture.
- In research, essential overlaps have already emerged within the individual competence centres' existing areas of focus, resulting in the following fields of concentrated activity (cf. Fig. 2).

Figure 2



1. Productivity and quality of personal services with reference to service and administration cultures and trends in demand. Transformation of service products, and new professional and qualificational fields.
2. Competence-oriented strategies for locations and destinations in the interplay between requirements of companies, population and tourism.
3. Interaction between the public and private sectors regarding economic, social and natural sustainability. Cooperation and network management.

Even in the course of the first six months, the traditional domain of **Tourism and Transport** was able to achieve substantial successes. Thus, within the framework of the services provided by the Institute, the tourism organisation of Switzerland's biggest tourist regions, the Tourism Association of the Grisons, was restructured, to which the world of experts paid a great deal of attention. In the sphere of research, the issue of "New structures in the management of tourist destinations" was concluded, for the time being, by two publications which processed various research results and experiences gained from consultancy projects. With the start of work on a research project entitled "Quality and productivity of personal services", a new focal research point has been tackled. The number of students in the field of Tourism and Transport has been retained at the gratifying and satisfactory level achieved last year.

The competence centre of **Regional Economies** was in a position to make concerted efforts to continue its work, which had been brought along from the SIASR-HSG. This was possible not least because of the great and flexible commitment of the members of staff of Regional Economies. The main activities of applied research were concentrated on the focal points of "Sustainable regional growth", "Evaluations" and "Research into innovation and start-ups".

Particular weight is currently attached to cross-border cooperation, particularly in the Lake Constance area. The various project partners and players from politics and administration are clearly indicating that they appreciated the HSG's perceptible commitment to this border area.

The competence centre of **Public Management** continued its activities in administrative reform in Switzerland ("Results-Oriented Management"). Here, work was done on projects about management information necessary for results-oriented management, quality management, performance and effect indicator systems, and about the new role of the political instances under Results-Oriented Management; some of these projects aroused great attention both among experts and practitioners. Just under 100 participants attended the Institute's Autumn Conference on "Financial Management", which evidently met a topical demand. Last but not least, our work for our "oldest clients", the Canton of Lucerne and the City of Berne, was continued, and the technical development of the Results-Oriented Management projects of these communities progressed.

All in all, the Institute succeeded in achieving attractive financial results throughout the year. It was able to create reserves, i.e. additional equity. All the divisions of the Institute contributed towards this success.

We would like to thank all our Institute's clients, our students, but also the authorities that are responsible for us – particularly the Rector's Office and the University Council – for their support, their commitment and their trust.

Prof. Dr. Georges Fischer, Chairman

Prof. Dr. Kuno Schedler, Director

Prof. Dr. Thomas Bieger, Managing Director

Dr. Alain Thierstein, Director