

SMALL LECTURES, Interski 2015, Ushuaia

From guest to snow sports instructor

Ski schools certainly depend on their guests. However, they also need experienced and qualified instructors. By means of interesting ski school offers as well as flowing transition between learners and teachers, Swiss Snowsports aims to raise motivation in young snow sports enthusiasts to become professional snow sports instructors. Today's guest may become tomorrow's teachers. We are happy to explain you our educational structures that make this idea possible.

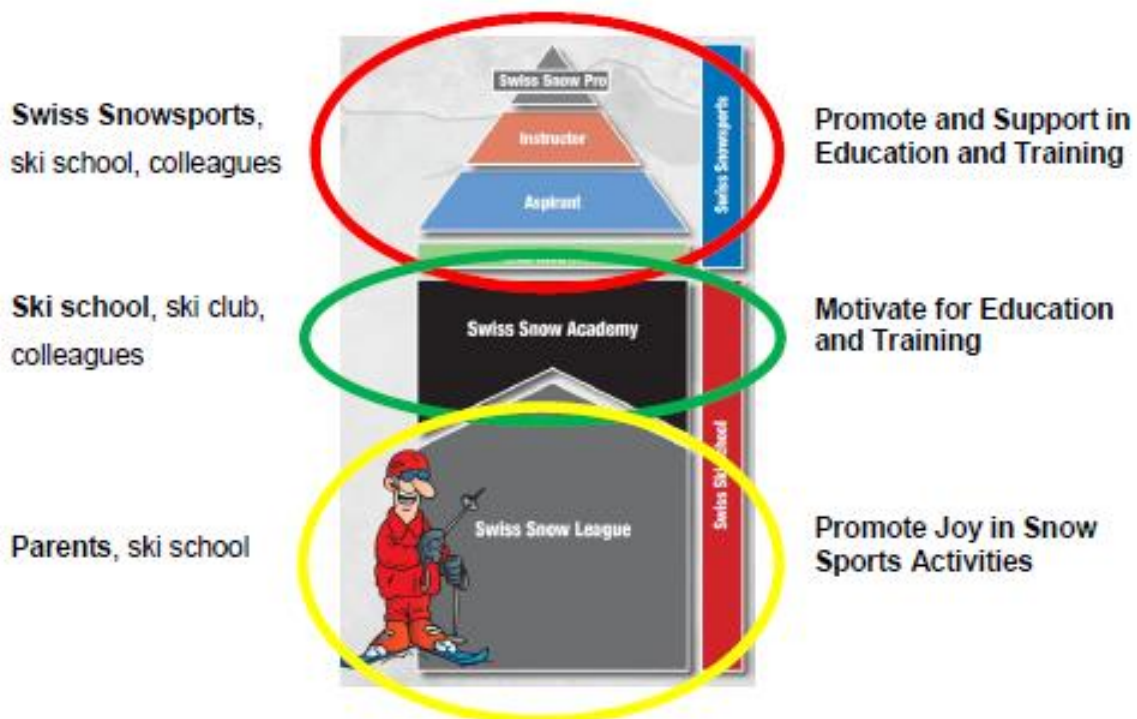
By Andri Poo



When guests become Swiss snow sports instructors

From an economic point of view, ski schools depend on the number of guest. However, from a qualitative perspective, well-trained snow sports instructors play a key role. Swiss Snowsports Association is responsible for the marketing of ski schools as well as for the education and training of snow sports instructors. Our lecture will show how Swiss Snow-sports motivates and supports young ski school guests regarding education and training on their way to become a snow sports instructor.

Depending on their age, young snow sports instructors have several meaningful persons in their life and, above all, they have different interests. Therefore, ski school offers have to be appropriately adapted, so that their guests participate in courses or lessons as long as possible. Furthermore, young instructors play a fundamental role in ski schools. For this purpose, Swiss Snowsports offers interesting start-up opportunities in snow sports instructor training for young ski school guests.



Swiss ski schools make use of the products Swiss Snow League and Swiss Snow Academy. Both concepts are developed in their structure and content and well adapted to the interests and behaviour of young snow sports enthusiasts.

In Swiss Snow League, children will learn the structures of movements as well as the basic forms of a discipline. Thus, they work their way from the bottom to the top. In contrast, Swiss Snow Academy is an interest-led learning project. It is the young people who decide what to learn and where to make progress.

Concerning our young guests, our goals are the following:

- ⇒ **Swiss Snow League: Promote Joy**
- ⇒ **Swiss Snow Academy: Motivate for Education and Training**

Young people shall learn about the opportunity for snow sports instructor training during ski school. Those who fulfill the requirements regarding technique shall be motivated and supported by the ski school on their way to become a snow sports instructor. This has to take place on different levels:

- planning of education and training
- training in technique and methodology
- administration
- federal diploma

- ⇒ **Swiss Ski School: Promote Education and Training**

Swiss Snowsports is the association of both the ski schools as well as the instructor's education and training. We make use of this advantage in order to develop interesting products that shall serve the ski schools for long-term purposes.