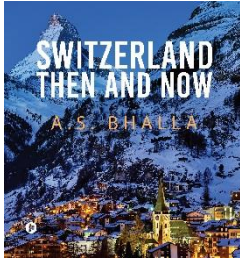


Ajit Bhalla



[Switzerland Then and Now](#) Ajit Bhalla. Chennai, Notion Press.: 2019. ISBN 978-1-68466-031-5.

The book is a sequel to the author's earlier book on Switzerland, *Glimpses of Medieval Switzerland*. It breaks new ground by examining how medieval Switzerland has changed into today's tolerant country in accepting tourists from different cultures despite growing anti-immigrant attitudes, welcoming Indian mystics as well as film producers and directors (even honouring them!) and adopting such practices as Indian Ayurvedic treatments and promoting Japanese tea ceremonies. The book focuses on the growth of Asian tourism, which is discussed by destination, to such places/regions as Bernese Highlands including Interlaken, Lucerne and Zurich. Special attention is paid to the role of Indian Bollywood movies shot in Switzerland in the rise of Indian tourists in the country. Also discussed are celebrities (kings and queens, writers and film stars) who visited Switzerland for holidays (Queen Victoria, for example) or for work. Illustrations are based on over 100-year old vintage postcards in the author's private collection.