

S1 Microeconomics & Accounting Module



Sociopolitical Part
Course 1

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1 General information

- Module S1 «Microeconomics & Accounting»
- 6 parts in the module, several professors
 - ✓ Microeconomics
 - ✓ Accounting
 - ✓ Mathematics
 - ✓ Social charges & pensions
 - ✓ Sustainability
 - ✓ Socio-Politics
- Socio-Politics in English:
marc.schnyder@hevs.ch
- Classes on Fridays, 4 x 2h
- Moodle / Cyberlearn : [FTO_Microeconomics & Accounting](#) (password : micro)



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2 Calendar

See Cyberlearn course: [FTO_Microeconomics & Accounting](#)

3 Forms of teaching

Presentation

Quiz, test, news update

Individual work, reading



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4 Course content

According to the course syllabus (and the official module description): "You will learn to understand, apply and critically question the most important microeconomic instruments for tourism, including sustainability and *the socio-political dimension*. At the end of the module you will be able to *understand the responsibility of citizens and future tourism managers in relation to the political context*."

- C1. Introduction
- C2. State, citizenship, fundamental rights, being a citizen, democracy
- C3. Tourism and democracy, being a tourist
- C4. Right/Left, political positioning



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5 Assessment

Each part of the module is assessed separately, but **only one final module mark is awarded**.

3 parts assessed by a written exam at the end of the module; 3 parts by written exams during the module

Sociopolitical part:

Written exam during the module (30' and closed book)

11% of the final mark for the module



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6 Let's get to know each other...

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Now, it's your turn...

Please introduce yourself!

- First name, last name, origin, age, education, professional experience, hobbies?
- Where do you want to work after the bachelor's degree?



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7 What does Socio-Politics mean? A few definitions

- Socio

-> social, society, sociology

Society: 3 definitions from the Larousse dictionary¹

- **a group of human beings** living together in an **organised group**
- **the human environment** in which someone lives, characterised by its **institutions, laws and rules**
- any **social group made up of** people who come together for a **common interest or activity**

Science that studies society or societies ?

Sociology: scientific discipline whose aim is to understand how societies function, or the science of social facts.



¹ <https://www.larousse.fr/dictionnaires/francais/société/73150>

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7 What does Socio-Politics mean? A few definitions

- Policy

3 uses of the word² (= 3 words in English: polity, politics, policy)

- [polity]: power based on the **monopoly of legitimate force** and exercised over a **community**; in our country, politics is embodied by **all the institutions and players that make up the state** = the political sphere
- [politics]: the **struggle** between individual or collective actors for political **power** (as defined above) = political activity
- [policy]: a **programme of actions** pursued in a coherent (considered) manner by a collective or individual actor = public policy

Broad definition: **politics is the governing of a society as a whole**.³

-> which implies: the ability of certain groups or individuals to direct life in society, to guide the behaviour of all members, to promulgate rules that apply to all and to ensure that they are respected.

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7 Sociopolitical, in other words?

Notion of public policy: a combination of *polity* and *policy*, a public policy is a programme of action by one or more public or government authorities.

Public?

- also comes from the Greek *polis*, meaning "city".
- emphasises the central place of the State: what is public is in the sphere of the State, as opposed to the private sphere
- public authorities: hold the power of the State, i.e. the government (Federal Council), parliament (Federal Chambers, Council of States and National Council), cantons, municipalities, administrations, etc.

→ Political sociology or socio-politics = study of everything relating to the government of societies and everything connected with this activity of government.⁴

But the boundaries between public and private are often blurred -> the analysis of public policy is not limited to the actions of public authorities, who interact with non-state actors to produce public action together.

Example: tourism policies



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7 «Sociopolitical» skills in your programme of study

Why and how?

Findings

Tourism = traditionally dependent on public action

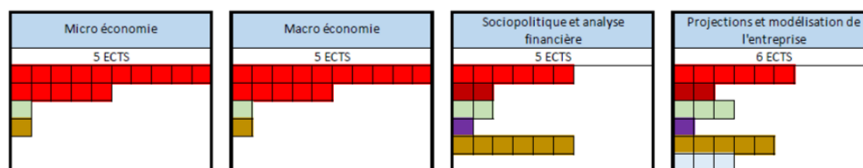
Increasing complexity

Social and political issues for tourism stakeholders

New roles for tourist offices

COVID: demonstrating the enormous dependence, and in the future?

Tourism is not an end in itself, it is a means of socio-economic development among others!



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7 «Sociopolitical» skills in your programme of study

Educational objectives



Understand the responsibility of citizens and future tourism managers in relation to the political context.

Describe the main actors and instruments of Swiss tourism policy.

Understand the political and administrative functioning of Switzerland and the European Union.
Understand the mechanisms and instruments of Swiss tourism policy.
Identify the European Union's tourism policies and the main international issues of national tourism policies.
Understand socio-economic development policies.
Knowing and understanding innovation support policies.

Design, develop and plan a project that promotes the socio-economic development of a region.
Analyse and evaluate the socio-economic ecosystem in which a tourism enterprise / project is located.
Distinguish, analyse and criticize the public policy instruments available to a tourist destination.
Analyse and evaluate Switzerland's tourism-related public policies and their impact on tourism.



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Upgrading knowledge: Switzerland at a glance

➤ Reference manual :

"The Swiss Confederation a brief guide", 45th edition (February 2023), published by the Federal Chancellery, Communication Support, Bern.
Download from Cyberlearn, "Socio-Politics" section



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Task Complete the cloze with the help of the figures on pages 8 and 9 (___ = 1 letter).

Figures Switzerland is home to around ___ . ___ million people, of whom around 2.2 million, or about ___ percent, are foreign nationals. Of these, more than half were born in Switzerland or have lived here for at least ___ years. The largest group of foreigners comes from _____ followed by people from _____ and Portugal.
Switzerland has _____ national languages. Almost two thirds of all people living in Switzerland have _____ as their mother tongue, almost one quarter speak _____, 8 percent speak Italian, and only one in two hundred has _____ as their main language.
Italian as a mother tongue is not only spoken in Ticino, but also in areas of the canton of _____. 25 percent of the people living in Switzerland speak another main language.
The proportion of people in Switzerland who claim affiliation to Christianity has fallen sharply in recent years. In 1970, 96 percent of the population were still Catholic or Protestant. Today, Christianity still accounts for about 60 percent of the population, with the majority of 35 percent being _____. About every fourth person living in Switzerland is not a member of any _____.
On average, women in Switzerland get ___ years older than men. The life expectancy has _____ over the past seventy years. The population group of the over 64s has grown compared to 1959, that of the young has strongly _____.

Upgrading knowledge:
Switzerland in brief



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Task Complete the cloze with the help of the figures on pages 10 and 11 (___ = 1 letter).

A brief historical overview In _____, the original forest cantons of Uri, Schwyz and Unterwalden entered into the first documented alliance, with which the 'official' history of the Confederation began. In the following centuries, the Confederation continuously grew through _____ and territorial _____.
In 1798, Napoleonic troops invaded the Confederation, conquered and occupied the territory. The _____, ruled by Paris, was installed. The cantons lost their independence within this centralised state. With the Act of Mediation of 1803, _____ restored some _____ for the cantons and set up the cantonal _____.
After the defeat of Napoleon, the wheel of time ran backwards. With the Federal Treaty _____, the Helvetic Republic develops into a _____. _____, the cantons are reempowered to independently decide about almost everything. The Swiss _____ was recognised by the great European powers.
In 1847, the diverging views between the liberal and the Catholic conservative cantons led to the _____.
It was a war from which liberal forces emerged victorious. Hence the foundation for a Swiss Democratic Federal State was given.

Upgrading knowledge:
Switzerland in brief



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With the acceptance of the Federal Constitution in _____, the modern Switzerland with its institutions, as we know them today, arose. Military, tolls, coins and the postal service were _____ and transferred to the federal government, known as the Swiss Confederation.

Switzerland receives a _____ with a National Council and a Council of States. The right to vote and be elected is introduced, but only for _____. In 1874 the constitution is completely revised for the first time. The Confederation is given more tasks and the _____ is introduced. In the first half of the last century, the composition of the Federal Council gradually adapts to the changed electoral behaviour of the Swiss in the first half of the last century. Until 1918 only Free Democrats (today FDP. The Liberals) are represented in the Federal Council. In _____, two Catholic Conservatives are elected, in 1929 a member of today's _____ and in 1943 the first Social Democrat.

In 1959, the four main political parties decided to form the Federal Council according to the number of votes they had received: 2 FDP, 2 Mitte / CVP, 2 SP and 1 SVP. The " _____ " was born and remained in place until 2003.

The women's suffrage was implemented at Federal level in _____. In 2000, Switzerland gives itself the _____ Federal Constitution and 2002, Switzerland joined the _____ (_____) after a vote.

Upgrading knowledge:
Switzerland in brief

