



» **Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. And so are the Swiss mountains, which are popular as a holiday destination. Why do people travel to Switzerland? What are the main attractions?**

Switzerland as a holiday destination

In 2018, over ten million international tourist arrivals were registered in hotels and similar facilities.¹

① Have you ever spent your holidays in Switzerland? How is holidaying here different from holidaying in other countries?

a) Fill in the table and compare the two destinations.

	Holidays in Switzerland	Holidays in
What do I eat?	 	
Where do I sleep?	 	
What do I see?	 	
How do I travel?	 	

b) Imagine an exchange student coming to Switzerland for the first time. What are your favourite Swiss places that you would like to show him or her? Plan a personal tour with your favourite locations. Is there something special you would eat or do there?

You can use the following tools for this task:

- Google Tour Creator
- Book Creator or PowerPoint with hyperlinks
- Map function of Padlet
- Google Earth



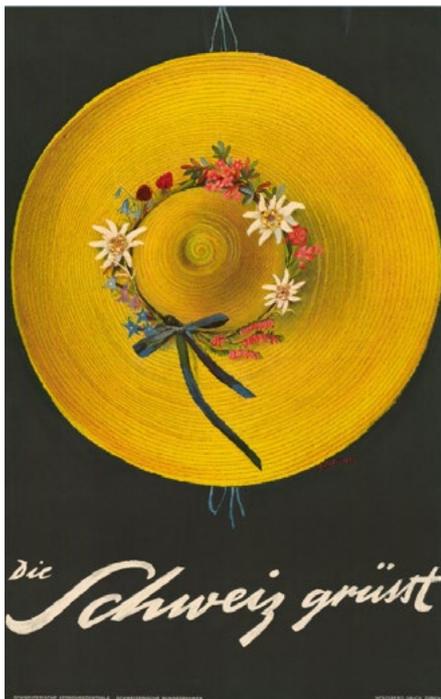
c) Write down the stops on your tour.

1) Swiss Federal Statistical Office, Touristische Beherbergung im Jahr 2019, p. 6 www.bfs.admin.ch/bfsstatic/dam/assets/11987373/master (English version: www.bfs.admin.ch/bfs/en/home/statistics/tourism/tourist-accommodation.html)

4 Tourism

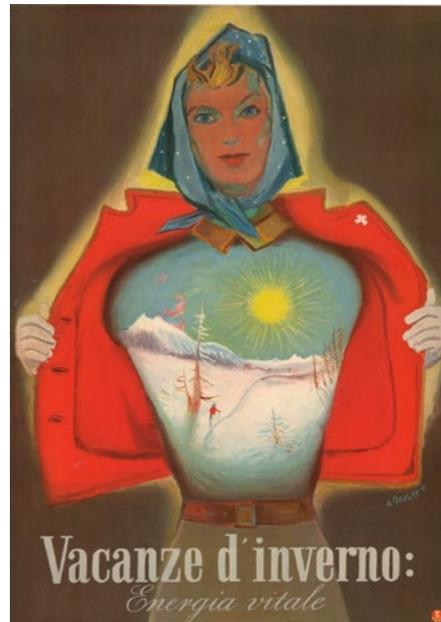


- ② Choose one of these advertising campaigns. Analyse it using the questions on the next page.



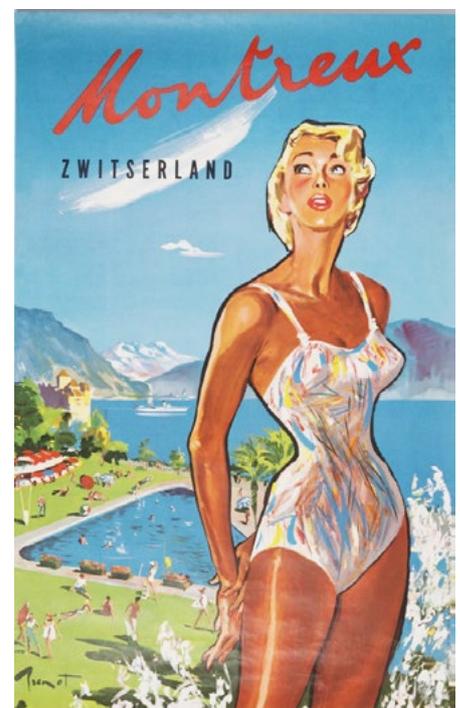
Top: Poster. Lithograph. Palace Hotel, St Moritz, Switzerland. Emil Cardinaux. 1920.

Bottom: Poster. Greetings from Switzerland. Schweizerische Verkehrszentrale. Schweizerische Bundesbahnen. Alois Carigiet. 1937.



Top: Poster. Vacanze d'inverno: Energia vitale. Wolfsberg-Druck, Zurich. Alois Carigiet. 1941.

Bottom: Colour print on paper. Advertising poster for St Moritz. Paul Hilber. c. 1940.



Top: Poster. Davos. Schweiz, Suisse, Switzerland, Svizzera. Donald Brun. 1957.

Bottom: Poster. Advertisement for Montreux. Pin-up girl in bathing costume; casino pool and view of the lake in the background. Pierre Laurent Brenot. 1959.



Which poster did you choose? Describe what it shows.

Do you like this advertisement? Why? Give your reasons.

What is the poster's message? What is it trying to tell you?

What atmosphere does it convey?

What values (e.g. punctuality, liberty, friendliness) does the advertisement show?
Do they correspond to your idea of Swiss values?

What target group is this campaign probably directed at?

- ③ Create your own advertising poster or a short clip promoting a product which, in your opinion, stands for Switzerland. You can also advertise a service (an immaterial good, not a physical object).

Pay attention to the following points:

- Who is your target audience? Who will buy the product or service?
- What are the special properties and advantages of the thing you are advertising?
- How is your product or service supposed to make the consumer feel?





Alpine idyll

People all over the world were interviewed for a study and asked: “What is the first thing that comes to mind when you think about Switzerland?” The most frequent answers were: mountains, the Alps, beautiful landscapes, and nature.²

However, most of the Swiss population is urban, with three-quarters of all Swiss residents living in towns and cities.³

- ④ How do these two findings fit together? What’s behind it? Explain your thoughts in half a page of writing.



2) Präsenz Schweiz – Imagemonitor 2018. Die Wahrnehmung der Schweiz im Ausland: www.eda.admin.ch/dam/eda/de/documents/das-eda/landeskommunikation/Kurzbericht_PRS_Imagemonitor_2018.pdf (English version: Switzerland seen from abroad in 2019: www.eda.admin.ch/dam/eda/en/documents/das-eda/landeskommunikation/PRS_2019_analyse_EN.pdf)
3) Präsenz Schweiz - Stadt und Land: www.eda.admin.ch/aboutswitzerland/de/home/gesellschaft/bevoelkerung/stadt-und-land.html



Morbus helveticus

Homesickness is the feeling of missing your home and familiar people and places when you are far away. For a long time, homesickness was regarded as a “Swiss disease” and was also called “mal du Suisse” in French, “Schweizer Heimweh” in German, and “morbus helveticus” in Latin.⁴

In the eighteenth century, it was said that singing shepherd’s songs known as “Ranz des Vaches” or “Kuhreihen” could trigger homesickness. Swiss mercenaries, many of whom were poor peasants’ sons, would sing the song in foreign parts to raise their spirits. The story went that, for this reason, Swiss in the service of foreign rulers were forbidden on pain of death from singing or playing the “Ranz des Vaches”. Whether this was really the case is a matter of debate.⁵

- ⑤ a) Have you ever felt homesick? Whom or what did you miss?

- b) If so: How did it feel? What did you miss the most?

- c) Do you know a cure for it that helps you?

- ⑥ Here you can find two different versions of the “Ranz des Vaches”. Listen to them with your eyes closed.



- Bernard Romanens sings “Le Ranz des Vaches” (1977):

<https://youtu.be/e0xAw2oXhJY>

- Bastian Baker sings “Le Ranz des Vaches” (2014):

https://youtu.be/2rInxwe_C40?t=56

- a) Which version do you like best? Tick the box.

- b) What does the song make you feel? Describe your feelings.

4) <https://hls-dhs-dss.ch/de/articles/017439/2010-03-31/>

5) “Heimweh nach den Bergen”, in: SNM-Blog: <https://blog.nationalmuseum.ch/2019/09/heimweh/>
“Heimweh”, in: Historisches Lexikon der Schweiz: <https://hls-dhs-dss.ch/de/articles/017439/2010-03-31/>.



“When the morning skies grow red...”

Another song that is associated with Switzerland is the national anthem. National anthems express a country’s sense of cohesion. The Swiss anthem regularly causes debate, for example when Swiss football players are reluctant to sing it or forget the words at the soccer world championships.

In 1981, the Federal Council officially declared the Swiss Psalm the official anthem of Switzerland. It was written in 1841 and had been provisionally in use since 1961.⁶ As the example of the football players shows, not everyone can identify with the national anthem. In 2015, the Schweizerische Gemeinnützige Gesellschaft (SGG) launched a competition to choose a new national anthem.

⑦ a) Read the two versions.

Swiss Psalm,
1841

When the morning skies grow red
And over us their radiance shed
Thou, O Lord, appearest in their light!
When the Alps glow bright with splendour,
Pray to God, to Him surrender!
For you feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land.

In the sunset Thou art nigh
And beyond the starry sky
Thou, O loving father, ever near!
When to Heaven we are departing
Joy and bliss Thou’lt be imparting!
For we feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land..

When dark clouds enshroud the hills
And grey mist the valley fills
Yet Thou art not hidden from thy sons!
Pierce the gloom in which we cower
With Thy sunshine’s cleansing power
Then we’ll feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land..

Towards us in the wild storm coming,
You yourself give us resistance and strong-
hold,
You, almighty ruling, rescuing!
During horror and nights of thunderstorms
Let us childlike trust Him!
Yes, we feel and understand,
That God dwelleth in this land.
That God, the Lord, dwelleth in this land.⁷

Swiss Verse,
2015

White cross on a shining red,
woven by a common thread:
freedom, independence, equality.
Open to the world in solidarity,
Swiss are one in peace and diversity.
Free are we who freely speak,
strong as we protect the weak.
White cross on a shining red,
sign of Switzerland, the path we tread.⁸

6) “Landeshymne”, in: Historisches Lexikon der Schweiz: <https://hls-dhs-dss.ch/de/articles/010103/2007-11-13/>

7) Source: www.about.ch/culture/anthem.html.

For the German text, see www.admin.ch/gov/de/start/bundesrat/geschichte-des-bundesrats/schweizer-landeshymne.html

8) Source: <https://sgg-ssup.ch/de/news-detail/neuer-text-fuer-nationalhymne-white-cross-on-a-shining-red.html>
For the German text, see www.sgg-ssup.ch/de/der-hymne-text.html



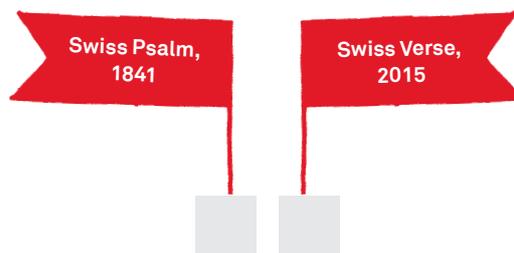
b) Imagine you are a member of the competition jury to decide the official Swiss national anthem. What properties do you think are particularly important?

- religious*
- cheerful**
- classical
- easy to understand
- TRENDY**
- SAD
- TRADITIONAL
- contemporary
- diverse**

c) Write these adjectives in the table and then evaluate whether they apply to each of the two anthems. You can also choose your own adjectives.

Property	Swiss Psalm, 1841		Swiss Verse, 2015	
	applies	does not apply	applies	does not apply
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d) Which version would you choose? Tick your choice and explain your reasons in two or three sentences.



e) On what occasions should national anthems be sung?