

## ABSTRACTS

### **Geschichte und Region/Storia e regione 32 (2023), 1**

#### **Region und Saison in der Tourismusgeschichte**

#### **Regione e stagione nella storia del turismo**

**Marlene Horejs**

#### **Tourism goes to School. “Instruction of School Children about the Essence and Significance of Tourism” in the Regions of late Imperial Austria**

The 1913 decree on the “Instruction of School Children about the Essence and Significance of Tourism”, which was issued by the Ministry for Religion and Education in Vienna, had been preceded by a series of reports from all the provincial school authorities in the crownlands of the Austrian half of the Habsburg Monarchy. Using these documents, the author compares the discursive positions taken by the regional authorities in their evaluation of tourism. She analyzes statements estimating the point of departure for tourist development in the respective regions, as well as assessments about “friendly” or “hostile” behaviour towards visitors. In this way, the heterogeneous regional structures of imperial Austria become visible, as does the cultural negotiation about what was “one’s own” and “foreign”. In addition, the pedagogical context allows links to be made between the societal canon of values and the meaning of tourism.

**Hans Heiss**

#### **Distant Relations. Similarities and Differences between the Tourist Regions Engadin and the Wipp and Puster Valleys 1860–1920**

This article compares two tourist regions in the Central Alps in the period from 1860 to 1920, namely the Engadine valley (part of the Grisons, the easternmost canton of Switzerland) and the Wipp and Puster valleys (part of the crownland Tyrol in the Habsburg Monarchy until 1918, now in the province of Bolzano/Bozen in Northern Italy). Both regions show important similarities, but also some differences, which led to divergent forms of take-off in the tourism sector. Like the Wipp and Puster valleys, the Engadine valley had enjoyed a reputation for its waters since the sixteenth century. Yet, while St. Moritz and Tarasp took an early lead as tourist destinations, the spas in the Tyrolean valleys were still a long way from reaching the same level. From 1855 onwards, Engadine witnessed the building of grand hotels, which was visible in the Tyrolean region only after 1880. Moreover, Engadine’s success was realized without important transport infrastructure: where the Wipp and Puster valleys had a railway line already in 1867/70, Engadine only gained a similar connection between 1903 and 1913. Although not achieving the success of Engadine, the Puster valley (also known as “the Austrian Engadine”) and the Brenner region nevertheless became hot spots for Austrian summer holidays. In this way, the author undertakes a comparative analysis of two important Alpine destinations and their specific developmental trajectories.

**Claudia C. Gatzka**

**Defining Standards. Switzerland and Upper Italy as Destinations for British Tourists from the 1830s to 1870s**

The article deals with the reception of emerging tourist regions by British visitors in the mid-nineteenth century. Concentrating on the two most important destinations at the start of the tourism era, namely Switzerland and Upper Italy, the author compares the British tourist gaze by paying special attention to the changes that the visitors noted. In assessing local and regional adaptations to tourist demands, British travel handbooks and reports varied according to the regions under discussion and the aspirations associated with them. At the same time, what historical research on tourism has labelled “adaptive transformation” appears in the first instance to have been a standardization based on an English template. The article discusses the reasons for this, and in doing so, seeks to encourage further research on the reception of tourism regions as part of a wider European history.

**Christian Rohr**

**Mountain Railways and Cable Cars as Symbols and Promoters of Alpine Tourism. The Bernese Oberland in the Belle Époque, in comparison with the Austrian Salzkammergut**

The development of Alpine tourism is inextricably linked to the construction of railway infrastructure from the mid-nineteenth century onwards. It was this technological change that first enabled the development of mass tourism in areas of the inner Alps. In a second phase, during the period from the late 1870s to the First World War, grand hotels and numerous mountains with panoramic views from their peaks were made accessible via cog railways and cable cars. For the first time, it became possible to ascend the heights without any appreciable physical exertion. The article investigates the significance of these railways and cable cars by analyzing their role in poster advertising for the Bernese Oberland during the Belle Époque, as well as the financial returns of the companies running the routes. It thereby asks why some enterprises were more successful than others. In a further analytic step, the author undertakes a brief comparison with the Austrian Salzkammergut region and specifically with the cog railway on the Schafberg. The conclusion then sketches the further development up until the current day, and considers how far these means of transport have remained a magnet for tourists.

**Evelyn Reso**

**The Season as a Piece of Theatre. Biographical Glimpses behind the Scenes of a family-run Summer Resort Hotel at the Turn of the Century**

This article uses a rare documentary find to investigate the experience of a young woman during her apprenticeship at the Hotel Salegg in Seis am Schlern during the summer season of 1907. Conserved in the Archive of the Province of South Tyrol, the source in question is a complete collection of letters between Franziska Aschberger, from Meran, and her fiancé, Franz Angerer. Employing the theatrical metaphor adopted by Irving Goffman, the author analyzes the everyday life and work of the employees and management in front of and behind the curtains of the ‘hotel stage’. In doing so, she seeks to discern the production strategies as well as the separation between frontstage and backstage in a family-run seasonal tourism enterprise during the first high point in the tourism sector in Tyrol.

**Riccardo Semeraro**

**Tourism Seasons on Lake Garda. From Elitist Winter to Crowded Summer, 1870–1970**

Between the nineteenth and twentieth centuries, Lake Garda experienced an increasing integration into international tourist flows. Often thanks to people and capital coming from outside, tourism and its associated infrastructures offered new development opportunities for a region that was experiencing a substantial marginalization of its agricultural and manufacturing activities. This article examines the transformations undergone by Lake Garda during the period 1870–1970 by looking at the seasonal dynamics of its tourism growth. The objective is two-fold. First, to shed light on the impact of tourist flows on the times and rhythms of accommodation activity in order to better understand the assumptions and reasons behind the choices made by private operators and local institutions in the formulation of the regional tourism offer. Second, to highlight the significant features and changing trajectories of lake tourism in Italy.

**Andrea Zanini**

**From Healthy to Fashionable. Reinventing the Tourist Season on the Ligurian Riviera during the Belle Époque**

Seaside tourism on the shores of the Mediterranean has always been a seasonal activity. Initially, when it was still an elitist phenomenon, it was concentrated in the winter period, spurred on by medical treatises illustrating the beneficial effects of the sea climate in the treatment of lung diseases. At this early stage, competition between coastal resorts was based on environmental factors, in particular the healthiness of the location, the mildness of the climate, and the beauty of the landscape. However, from the last decades of the nineteenth century, starting from the Côte d'Azur, the initial therapeutic rationale faded away and the rivalry between the different destinations was increasingly determined by amusements, leisure, and entertainment. Although winter remained the dominant season for visitors, their motivations for staying and their expectations became quite different. Hence, the tourist season was completely reinvented to follow the new fashion and to satisfy the tastes of a sophisticated and demanding international clientele. This contribution examines the impact of these transformations on the climatic and seaside resorts of the Ligurian Riviera, a leading Italian tourist destination of the time. It focuses on the organization and the strategies of tourism entrepreneurs in facing this new challenge.

**Elisa Tizzoni**

**The Tourist Season in the Cinque Terre during the 1950s and 1960s: Environmental, Political, Economic and Social Aspects**

The article examines the main steps in the first phase of tourism development in the Cinque Terre. This was linked to the building of a coastal road, which during the 1950s and 1960s improved access to an area previously known almost exclusively for its local wine production. Primarily relying on archival sources and newspaper articles, the author reconstructs the perspectives of the various actors involved in the development of tourism in the Cinque Terre (residents, tourists, local politicians, tourist boards and associations, intellectuals and journalists). The aim is to trace the debates accompanying the construction of the coastal road and to examine the different meanings assumed by the tourist season as the area's greater accessibility gradually guaranteed the arrival of ever more steady streams of visitors. In doing so, the author considers if and how the noticeably seasonal character of tourism in the Cinque Terre was subject to common agreement and shared opinions.