Being Elsewhere

## Being Elsewhere

Tourism, Consumer Culture, and Identity in Modern Europe and North America

Ann Arbor

THE UNIVERSITY OF MICHIGAN PRESS

Copyright © by the University of Michigan 2001 All rights reserved Published in the United States of America by The University of Michigan Press Manufactured in the United States of America ® Printed on acid-free paper

2004 2003 2002 2001 4 3 2 1

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, or otherwise, without the written permission of the publisher.

A CIP catalog record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Being elsewhere: tourism, consumer culture, and identity in modern Europe and North America / Shelley Baranowski and Ellen Furlough, editors.

p. cm.

Includes bibliographical references and index.

ISBN 0-472-11167-1 (alk. paper)

Shelley. II. Furlough, Ellen, 1953-

1. Tourism—Europe. 2. Tourism—North America. I. Baranowski,

G155.E8 B45 2001

338.4'7914—dc21

00-012181

## Contents

	Acknowledgments	vii
1.	Introduction Shelley Baranowski and Ellen Furlough	1
PA	ART 1. Tourism, Bourgeois Identity, and the Politics of Nation Building	
2.	The Tactics of Retreat: Spa Vacations and Bourgeois Identity in Nineteenth-Century France Douglas P. Mackaman	35
3.	Selling Lourdes: Pilgrimage, Tourism, and the Mass-Marketing of the Sacred in Nineteenth-Century France Suzanne K. Kaufman	63
4.	The Chamber of Commerce's Carnival: City Festivals and Urban Tourism in the United States, 1890–1915 <i>Catherine Cocks</i>	89
5.	Tourism in Late Imperial Austria: The Development of Tourist Cultures and Their Associated Images of Place Jill Steward	108
PA	ART 2. Tourism, Mass Mobilization, and the Nation-State	
6.	Know Your Country: A Comparative Perspective on Tourism and Nation Building in Sweden Orvar Löfgren	137
7.	Seeing the Nature of America: The National Parks as National Assets, 1914–1929 Marguerite S. Shaffer	155

vi Contents

8.	A "New Deal" for Leisure: Making Mass Tourism during the Great Depression Michael Berkowitz	185
9.	Strength through Joy: Tourism and National Integration in the Third Reich Shelley Baranowski	213
Ра	RT 3. Global Mass Tourism and the Representation of Place	
10.	French Cultural Tourism and the Vichy Problem Bertram M. Gordon	239
11.	Consuming the Beach: Seaside Resorts and Cultures of Tourism in England and Spain from the 1840s to the 1930s <i>John K. Walton</i>	272
12.	Culture for Export: Tourism and Autoethnography in Postwar Britain  James Buzard	299
13.	"Everybody Likes Canadians": Canadians, Americans, and the Post–World War II Travel Boom <i>Karen Dubinsky</i>	320
14.	La Grande Motte: Regional Development, Tourism, and the State Ellen Furlough and Rosemary Wakeman	348
	Contributors	373
	Index	377

## Acknowledgments

The acknowledgments provide a welcome opportunity to thank those whose support has helped us to produce this volume. Our gratitude goes first to our contributors, who provided us with rich evidence and insightful analyses of the significance of tourism as a historical subject, and who have patiently accommodated our suggestions for revision. We appreciate the contributions of Nigel Morgan, Annette Pritchard, and Janet Wiita, whose essays we unfortunately could not include in the volume.

The collection as a whole has benefited enormously from the thoughtful suggestions of Alon Confino, Bonnie Smith, the anonymous first reader for the University of Michigan Press, and especially Rudy Koshar, who aided us in formulating the conceptual issues that we have developed to give this volume coherence. We are also grateful to Stephen Harp and Vanessa Schwartz, who gave close and discerning readings of an earlier draft of the introduction, challenging us to sharpen the context, scholarly and historical, for our arguments.

Finally, it is our pleasure to thank those who are responsible for transforming the manuscript into a book, especially Susan Whitlock at the University of Michigan Press, who believed in our project. Ingrid Erickson ably assumed direction of our project after Susan's departure. We are especially indebted to Jean Demaree, Kenyon College, who painstakingly typed the manuscript according to specification, juggling that undertaking with her numerous responsibilities as department secretary. Many thanks as well to Winifred George and Kym Rohrback in the history department of the University of Akron, who efficiently completed some difficult, last-minute formatting. Finally, we thank the University of Akron, Kenyon College, and the University of Kentucky for financially supporting of our individual research projects and this collection itself.