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ENGLISH SUMMARIES

FRANZ MATHIS, BRIGITTE MAZOHL-WALLNIG, ARE THERE MORE BENEFITS OR RISKS IN ALPINE TOURISM? AN OVERVIEW

Tourism has always generated, and still does, both opportunities and risks for the alpine regions. Which? This is the question to which the author is seeking an answer from each contribution to the present volume. The generic concept of *Erweiterung* (broadening) allows us to encompass the opportunities of tourism. Whether material or immaterial, this “broadening” process affects both tourist and local population or local hosts (knowledge, experience, health, income, lifestyle, closeness to nature, etc.). On the other hand, nearly all of these changes have entailed risks, too, which may be seen as the other side of the coin. The degree of emphasis placed on opportunities or risks depends largely on the observer’s scale of personal values and priorities. Only by agreeing on a list of priorities will we be able to give a satisfactory answer to the initial question.

MARC BOYER, ALPS AND TOURISM

The author presents a bird’s eye view of alpine tourism and its history, of which he reconstructs the main stages. Side-by-side with the industrial, agricultural, demographic, and banking revolutions, the tourist revolution whets the appetite for ostentatious travel, unconcerned about profit. Originally the preserve of the British, the trend gave rise to a new way of looking at the Alps, which gradually turned into the “playground of Europe” (Leslie Stephen). Sliding sports, too, are a British invention. In the twentieth century,

the image of winter-time mountains as the domain of winter sports was to supersede their summertime image. Wherever the altitude of the place warranted the organisation of commercial activities in both seasons, the demographic shift turned out to be quite impressive. The “middle mountain” is a source of concern: below a certain altitude sufficient snow cannot be guaranteed; hence its future prospects are quite gloomy.

RUTH GROH, DIETER GROH, FROM AWESOME MOUNTAIN TO BEAUTIFUL AND SUBLIME MOUNTAIN

The present contribution is an enquiry into a change in perspective that began in the 16th century: from nature perceived as wild, sterile, and inhospitable – such as the landscape that meets us high up in the mountains – to a sensual nature that enchants those who contemplate her. There is nothing new today in seeing the mountains as a beautiful thing, so much so that one can easily believe it to have been the case from time immemorial. Not so! Up until the modern age, man had to go hunting and foraging and to grow his means of subsistence by trespassing on inhospitable nature. Hence the attribute of beauty was reserved for a nature that had shed its wild character, namely nature at its useful, tamed and cultivated best. Several factors led to this reappraisal between the 16th and the 18th centuries. The present authors concentrate especially on ancient traditions and the Swiss and English debates.

HANS HEISS, SEASONS EVERLASTING? THE GREAT STAGES IN THE HISTORY OF TOURISM, 1830–2002

To outline the history of tourism the author describes its significant successive stages. After the long incubation period of the great (leisure and educational /cultural) tours undertaken by young people of good breeding, the 1830s heralded the start of modern tourism. From the 1860s onward, travel was made easier by the rapid expansion of the railway network in Europe: areas became more and more inter-connected. Tour operators helped the

standardisation of travelling. The late 19th-century growing range of tourist opportunities, prompted by an inflow of exogenous money, was only the precursor of an Inter-War phenomenon: mass tourism. Burgeoning from its earlier dynamics, mass tourism depends essentially on an evolution in demand generated by a wider and wider social base. In Germany, tourism was kick-started by the monetary reform of 1948. Finally, in the past 20 years, air travel has enabled an increasing number of holiday-makers to choose destinations outside Europe, with detrimental results for several alpine resorts.

LUIGI ZANZI, THE ALPS IN THE AGE OF TOURISM: SOME ISSUES OF HISTORIOGRAPHIC METHODOLOGY

In a survey of the stages connecting elite tourism in the 18th-century with tourism for the masses in the 20th century, the author analyses the cultural sea change undergone by mountain populations as they were colonised by metropolitan society through a “tourist revolution” in progress during the past decades. The marketing demands typical of urban tourism have not simply subverted the image of the Alps, now seen as little more than “consuming places” characterised by a high concentration of investment capitals for space development; they have also distorted the very identity of mountain communities and the figure of the mountain dweller. Finally, retrieving some historical factors of development of the alpine tourist industry inspires the author to investigate new avenues leading him to build a picture of eco-historical and socio-cultural phenomena and dynamics of the age of tourism and of its impact on the alpine world.

ANDREA LEONARDI, THE CULTURE OF HOSPITALITY IN THE SOUTHERN REGIONS OF THE ALPS

Through a historical-economic perspective we show that the early success of alpine tourism was determined by a combination of factors. While these include the environment and communication networks, extra- and meta-

economic factors are equally crucial in the building of infra-structure to welcome guests, hence in controlling major investment flows, instrumental for the success of some resorts. One such factor is the friendliness or diffidence with which potential guests are treated: these “qualities” have helped to strengthen (or weaken) the culture of hospitality. This sort of culture emerges well before the advent of mass culture; its significance is undeniable, as a form of competitive advantage triggering the take-off of tourism. The essay points at some elements that allowed this culture to be promoted and consolidated in some regions of the Alps earlier than elsewhere. According to us, hospitality, too, contributed to merging endogenous initiatives with exogenous interests in such a way that the end product was attractive enough to stimulate tourist demand.

**GILLES BERTRAND, ALPINE ROUTES ON THE WAY TO ITALY:
EVOLVING IMAGES OF THE MOUNTAINS IN GUIDEBOOKS
AND TRAVEL NARRATIVES IN FRENCH IN THE LATE 18TH AND
EARLY 19TH CENTURIES**

During the few decades striding the 18th and 19th centuries – sometimes dubbed the *turning point of Enlightenment* (1760–1820) – the mental picture created by guidebooks and narrative works published in French used by travellers touring Italy changed quite significantly. Originally, this picture is determined by a rejection of mountains, a pointless impediment softened only by historical references or by a religious presence, and which reflects an obsessive picture of danger or discomfort. At the same time, from the 1760s fascination sets in, for the contradictory and sublime vision evoked by chains of mountains. Guidebooks summon the traveller to admire the peaks or the vistas stretching out from high points, but also the praises sung to the waterfall or the tricks of light and shadow. Almost coining new stock phrases, the admiring gaze holds hands with scientific knowledge. However, having expanded for a time, this dimension fades in its turn in the early 19th century, gradually replaced by glorification of the tamed, landscaped mountain, in which the traveller moves around feeling perfectly safe, even though he has not entirely vanquished his fears of steep paths and impervious spaces.

OLGA JANŠA-ZORN, TOURISM IN THE SLOVENIAN ALPS FROM THE END OF THE 18TH CENTURY TO THE FIRST WORLD WAR

Leaving aside pilgrimages and other ancient forms of travel, the beginnings of tourism in the Slovenian Alps may be situated in the second half of the 18th century. There, tourism was reserved for an exclusive circle of travellers and mountaineers inspired by scientific interests. Yet, very soon health-spa tourism saw the light. In this respect, Bled played a pioneering role. There, a Swiss, Arnold Rikli, built in the second half of the 19th century a centre dedicated to natural therapies; this type of healthcare comprised air and sun therapy, baths and special dietary regimes. In that period, Kamnik specialised in therapies based on the Kneipp method. A cluster of spring baths resorts saw the light in the easternmost region of the Alps. At the end of the 19th century a number of holiday resorts took off, for example Jezersko, Kranjska Gora or Begunje. Many *Verschönerungsvereine* (embellishment societies) were set up. In 1905, an association was founded for the promotion of tourism in Carniola. The age of winter tourism began in Upper Carniola even before World War I. The present contribution is an account of this expansion.

RENÉ FAVIER, SPA RESORTS AND NATURAL CATASTROPHES AMIDST THE MOUNTAINS. BARÈGES (18TH–19TH CENTURIES)

Hot spot of health tourism in the French Pyrenees, in the 18th century the resort of Barèges had to cope with many difficulties deriving from the fact that a great deal of people and equipment crowded into a hostile natural environment, especially in winter. From early on, security measures were put in place to safeguard the area from the threat of river floods and periodic avalanches. These provisions, however, are no guarantee against natural catastrophes on account of the resort's own dynamism and the clash between the imperatives of security and the material stakes. The example of Barèges shows that health spa tourism in the mountains may be seen as the matrix of regional planning policies implemented from the early 20th century to the benefit of winter sports.

SIMONA BOSCANI LEONI, AN "INTIMATE" VIEW OF TOURISM: A FEW THOUGHTS CULLED FROM "ALPINE" AUTOBIOGRAPHIES BETWEEN THE 18TH CENTURY AND TODAY

The present paper suggests some thoughts on the issue of alpine tourism, in particular on how it has been seen and the impact it has exercised, judging from evidence gathered in autobiographical writings (*Selbstzeugnisse*) by local authors who lived between the end of the 18th century and today. Comments and observations on tourism and tourists in these works vary a good deal, because the authors tend to concentrate on their family lives, on their own jobs and often they merely hint at themes related to this branch of the local economy. A closer look at a small group of texts has nonetheless borne out the usefulness of these sources for the study of tourism. Four aspects have been highlighted. To begin with, there are no (negative) description of the tourist; secondly, mass tourism became the object of criticism quite early on; thirdly, hot spring baths met with great success. Lastly, and interestingly, we find the local residents' reaction to the hotel-keepers' activity and to the innovations which tourism introduced into the life of the valley.

CHRISTOPH MARIA MERKI, AN EXCEPTIONAL LANDSCAPE CAPITALISED. DESTINATIONS MANAGEMENT IN THE 19TH CENTURY: THE CASE OF ZERMATT

Destinations management may be defined, on the one hand, as the gradual installation of an infrastructure whose development may be looked at from the viewpoint of economic history; this infrastructure facilitates access to resorts and makes a stay enjoyable. Destination management on the other hand is a marketing process whereby landscapes are publicised to potential tourists. This advertising belongs to a tradition that has traditionally been studied by cultural historians. The tourist industry turns space into a commodity or product, investing it with meanings and symbols, awakening *Wanderlust* in the target public. If we want to understand why millions of people travel every year to a given place, we cannot help raising questions on both

the incidental and the structural, on the theory as well as the physical and technical context. This is what the author of the present article does by looking at the case of Zermatt in the 19th century.

**GUNDA BARTH-SCALMANI, KURT SCHARR, MENTAL MAPS
OF TRAVEL GUIDES. TOURIST DENSIFICATION
OF CULTURAL SPOTS IN THE ALPS, ON THE PATTERN
OF THE BRENNER ROUTE**

An ever faster pace of life and production is a major feature of modernisation. In this paper, we study in what way this acceleration affects man's sense of nature and culture in the golden age of tourism. To this end, we turn to cognitive charts, or *mental maps*. This concept refers to the image individuals or groups have of their environment. Our documentary sources are the travel guides published before World War I; these publications stand out for their large print run. The examples of the Brenner road, linking Innsbruck to Brixen/Bressanone and of the Höhlenstein valley (also known as *Valle di Landro*) linking Toblach/Dobbiaco to Cortina d'Ampezzo testify to the fact that the expansion of tourism helped the "densification" not only of infrastructure but also of the information supply. This is what travellers' mental maps tell us.

**LAURENT TISSOT, ACROSS THE ALPS. THE MONTREUX-OBERLAND
BERNOIS RAILWAY OR THE BUILDING OF A TOURIST SYSTEM,
1900–1970**

Using the example of the Montreux-Oberland Bernois Railway (MOB), a renowned Swiss tour operator whose original objective was to cross the Alps from north to south, the author analyses how a socio-technical network of alpine tourism came to be established. To build a railway, in fact, one needs to plug into quite substantial human, material, and financial resources, which as a result fuel a project that far outstrips its core function as a means of

transport. MOB offers a tourist product that covers, in addition to transport, hotels, restaurants, and several attractions (cable trains, skiing slopes, etc.). In other words, it draws up a comprehensive strategy which combines all the necessary functions to create a tourist product.

**CORD PAGENSTECHER, WHEN THE MOUNTAINS ARE SEEN
THROUGH THE EYES OF MOTORISTS. THE GROSSGLOCKNER
ROUTE REPRESENTED IN PUBLICITY PHOTOGRAPHS
AND HOLIDAY SNAPS**

The author looks at the way pictures taken by tourists crossing the Alps change from the 1950s to the 1980s. On the basis of iconographic reproductions of the Grossglockner region, the author wonders about the effects of motoring on man's perception of the Alps: did motorists and coach travellers (who thanks to the German economic miracle poured onto the roads in droves) react in the same way to the romantic appeal of the majestic mountains? Basically, on the one hand case studies rely on the analysis of private and professional drawings and photographs published in tourist prospectuses and, on the other, on holiday photo albums put together by individuals. This visual history of post-war tourism highlights both continuity and change in the tourist's eye; it also shows the considerable impact of local propaganda on travellers hunting for beautiful views.

**BERNHARD TSCHOFEN, AUSTRIAN TOURISM SEEN AS
A MODERNISING AND IDENTITY FACTOR. THE CASE OF SKIING
IN THE AUSTRIAN ALPS**

The boom of tourism and the attendant emphasis on alpine characteristics evolve differently in different countries. In Austria, undoubtedly more than anywhere else, tourist pictures have become the mainstay of identity construction. The present article looks at the way the expansion both of skiing and of the tourist industry helps us interpret modernity at the individual

and the social levels. Besides focusing on the aftermath of World War I and on the aesthetics and ideology of the Austro-German youth – with its physical fitness ideals –, the author draws attention to values and forms of behaviour which winter tourism allows us to publicise and experience. The article is based on an analysis of representative images of winter tourism in Austria, in which the international grammar of sports and tourism is subservient to a patriotic syntax. In this context, skiing acquires a legitimate identity in the domain of nature as well as culture.

NIKOLA LANGREITER, MARGARETH LANZINGER, A COMPARATIVE APPROACH TO ALPINE HOSTELS IN ITALY AND AUSTRIA – IMAGES, STRUCTURES, OPTIONS

The object of this study is the different forms of alpine hostels located along the Carinthian ridgeway, on either side of the alpine watershed. That is in fact the meeting-point of two cultural models, the Austrian mountain shelter and the Italian mountain shelter. We are seeking to define to what extent the arrangement of hostels bears the marks of nationality and of the host's choices. How much, on the other hand, depends on structural limitations? To what extent do location, ease of access, means of transport and technical advance play a part? Whatever one does, concretely, in this mountain space is influenced by historical, socio-cultural, political, and economic factors. If one wants to understand the differences, one cannot simply refer to structures alone, but one needs to pay attention to representations. That is why we look closely to myths, expectations, laws and values conveyed by the guards and the firms that run these "refuges".

**JEAN-PIERRE PRALONG, TOWARDS A BETTER APPRECIATION
OF THE TOURIST AND CULTURAL ASSETS OF THE ALPINE REGIONS:
THE CONCEPT OF "TOTAL HISTORY"**

In an attempt to make the most, culturally and touristically speaking, of alpine resorts and landscapes, this article aims to indicate an awareness-raising approach to people, in particular scientists and scientific facilitators, faced with a general public. Our aim is to help them call the public's attention to the fact that each place, each landscape is the outcome of a whole wealth of layered and interwoven traditions; this in turn enables them to gauge the historical depth – according to our definition of this term – of these territories. Concepts such as "heritage pyramid" and "total history" enable us to put forward a general teaching framework. The theoretical approach and the practical method outlined here are interdisciplinary (natural sciences / humanities) and attempt to redress the balance of scientific mediation between natural heritage (abiotic and biological) and human heritage, within an all-embracing definition of culture.