Being Elsewhere
Being Elsewhere

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

Acknowledgments vii

1. Introduction 1  
   \textit{Shelley Baranowski and Ellen Furlough}

\textbf{Part 1. Tourism, Bourgeois Identity, and the Politics of Nation Building}

2. The Tactics of Retreat: Spa Vacations and Bourgeois Identity in Nineteenth-Century France 35  
   \textit{Douglas P. Mackaman}

   \textit{Suzanne K. Kaufman}

4. The Chamber of Commerce’s Carnival: City Festivals and Urban Tourism in the United States, 1890–1915 89  
   \textit{Catherine Cocks}

5. Tourism in Late Imperial Austria: The Development of Tourist Cultures and Their Associated Images of Place 108  
   \textit{Jill Steward}

\textbf{Part 2. Tourism, Mass Mobilization, and the Nation-State}

6. Know Your Country: A Comparative Perspective on Tourism and Nation Building in Sweden 137  
   \textit{Orvar Löfgren}

7. Seeing the Nature of America: The National Parks as National Assets, 1914–1929 155  
   \textit{Marguerite S. Shaffer}
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>A “New Deal” for Leisure: Making Mass Tourism during the Great Depression</td>
<td>Michael Berkowitz</td>
<td>185</td>
</tr>
<tr>
<td>10.</td>
<td>French Cultural Tourism and the Vichy Problem</td>
<td>Bertram M. Gordon</td>
<td>239</td>
</tr>
<tr>
<td>11.</td>
<td>Consuming the Beach: Seaside Resorts and Cultures of Tourism in England and Spain from the 1840s to the 1930s</td>
<td>John K. Walton</td>
<td>272</td>
</tr>
<tr>
<td>12.</td>
<td>Culture for Export: Tourism and Autoethnography in Postwar Britain</td>
<td>James Buzard</td>
<td>299</td>
</tr>
<tr>
<td>14.</td>
<td>La Grande Motte: Regional Development, Tourism, and the State</td>
<td>Ellen Furlough and Rosemary Wakeman</td>
<td>348</td>
</tr>
</tbody>
</table>

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.