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978-1-107-11195-0 - Bavarian Tourism and the Modern World, 1800–1950

Adam T. Rosenbaum

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Bavarian Tourism and the Modern World, 1800–1950

During the nineteenth and early twentieth centuries, the tourism industry of Bavaria consistently promoted an image of “grounded modernity.” This romanticized version of the present reconciled continuity with change, tradition with progress, and nature with science. In an era of rapid and unprecedented change, simultaneously nostalgic and progressive grounded modernity produced an illusion of continuity. It helped make the experience of modernity more tangible by linking impersonal and abstract ideas, like national identity, with familiar experiences and concrete sights.

Bavarian Tourism and the Modern World, 1800–1950 examines the connections between Bavarian tourism and the turbulent experience of German modernity during this period. It gauges Germany’s long and often unsettling journey to modernity using Bavarian tourism and travel as a lens. Closely examining guidebooks, brochures, postcards, and other tourist propaganda, Adam Rosenbaum argues that by pointing visitors to the past, tourism illuminated the present, and produced signposts to the future.

Adam T. Rosenbaum is an assistant professor of history at Colorado Mesa University, where he teaches courses on European and Asian history.

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Wem willst du klagen, Herz? Immer gemiedener
ringt sich dein Weg durch die unbegreiflichen
Menschen. Mehr noch vergebens vielleicht,
da er die Richtung behält,
Richtung zur Zukunft behält,
zu der verlorenen.

Rainer Maria Rilke, “Klage”

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Frontmatter
[More information](#)

Contents

<i>List of Figures</i>	<i>page</i> xi
<i>Acknowledgments</i>	xiii
<i>List of Abbreviations</i>	xv
Introduction	i
1 A Brief History of German Travel	17
2 Landscape Tourism in Franconian Switzerland	53
3 Nature, Modernity, and the Spa Culture of Bad Reichenhall	91
4 The Augsburg Tourism Industry and the German Past	138
5 The Nazified Tourist Culture of Munich and Nuremberg	176
Epilogue	229
<i>Bibliography</i>	245
<i>Index</i>	273

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Adam T. Rosenbaum
Frontmatter
[More information](#)

Figures

1	Map of Bavaria with popular tourist destinations	<i>page 6</i>
2	Ludwig Richter’s drawing of the Neideck Ruins in Gustav von Heeringen’s travelogue, 1839	64
3	Illustration of Castle Gößweinstein from <i>Harper’s New Monthly Magazine</i> , 1862	81
4	Postcard featuring Streitberg and environs, 1920s	89
5	Postcard featuring Bad Reichenhall and its Alpine surroundings, undated	113
6	Map of Bad Reichenhall from Fritz Wiedemann’s guidebook, 1915	117
7	Photo of a pneumatic chamber in Bad Reichenhall’s official guidebook, 1912	119
8	Postcard featuring the <i>Rathaus</i> and central square of Augsburg, undated	150
9	Poster produced by the Augsburg Tourism Association, 1926	162
10	Postcard featuring the Königsplatz in Munich, 1930s	201
11	Postcard featuring the House of German Art in Munich, 1930s	203
12	Postcard featuring the Luitpold Arena in Nuremberg, 1930s	215
13	Postcard featuring the Zeppelin Field in Nuremberg, 1930s	218
14	Postcard for the City of the Reich Party Rallies, 1930s	224

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Abbreviations

BArch	Federal Archive, Berlin
BayHStA	Bavarian Main State Archive, Munich
BDV	Federation of German Travel Associations
BWA	Bavarian Economic Archive, Munich
HAT	Historical Archive for Tourism, Free University Berlin
KdF	<i>Kraft durch Freude</i> , or “Strength through Joy” Program
RDV	Reich Central Office for German Tourism Promotion
SGSV	Administration of State Castles, Gardens, and Lakes
StAA	Augsburg State Archive
StAB	Bamberg State Archive
StadtAA	Augsburg City Archive
StadtAM	Munich City Archive
StadtAN	Nuremberg City Archive
StAM	Munich State Archive
StAN	Nuremberg State Archive
VVA	Augsburg Tourism Association