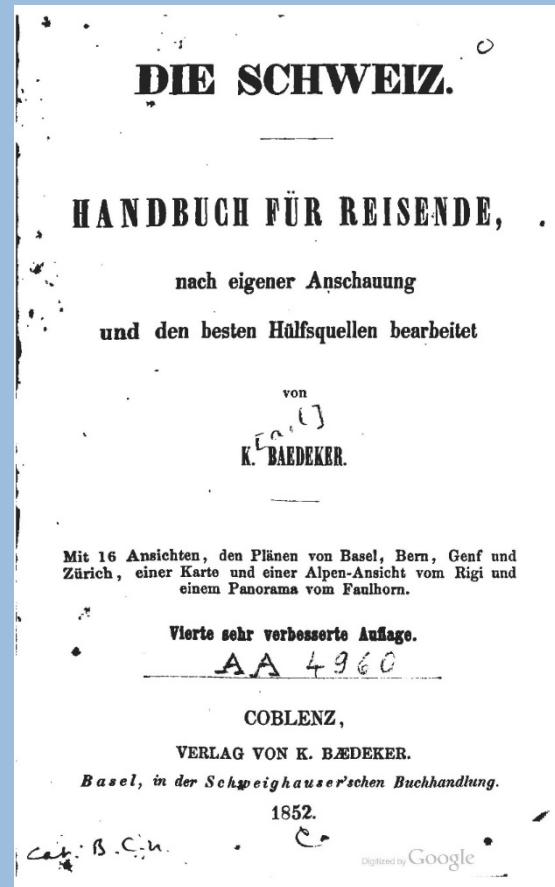
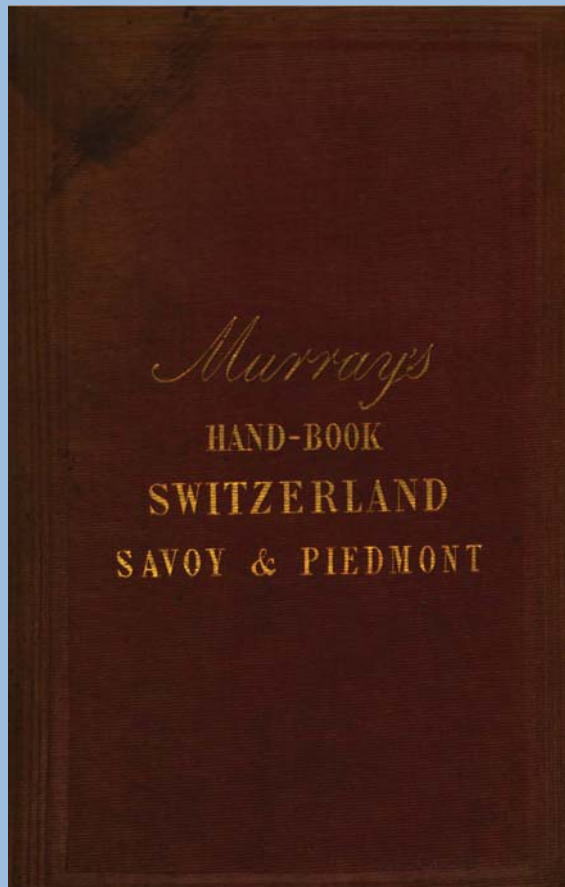


Societal change in 19th century Swiss tourist spots

Evidence from the travel handbooks by Murray and Baedeker (1830s to 1914)



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Content

- The development of tourism in Switzerland
 - The 17th and 18th century “Grand Tour”
 - Poems, travel reports and literary diaries
- The emergence of mass tourism in the 19th century
- The importance of widely-spread travel handbooks for the visibility of Swiss tourism regions
 - The “Handbook for Travellers” by John Murray (1836-)
 - The “Handbuch für Reisende” by Karl Baedeker
 - Travel handbooks as a source for societal change in tourist regions of the 19th century
 - Example: The Giessbach Falls near Lake Brienersee
- Learning outcomes for modern tourism in the Alps

The development of tourism in Switzerland

The age of the “Grand Tour” (17th-18th centuries)

- “Grand Tour” as an important part in the life of young aristocrats, mostly from Britain and France
- Part of the courtly education
 - Language skills and good manners
 - Visit of antique monuments, modern fortifications, etc.
 - Preparation of future diplomatic contacts and weddings
- Most routes focus on Italy (Roman and Renaissance art)
- Rich bourgeois circles emulate aristocratic travel behaviours
- Visits of Switzerland
 - Geneva as an important place for Calvinist (Puritan) travellers
 - Glacier trip in the Mont Blanc region (mostly from Chamonix)
 - Alps no longer perceived as “terrible”, but as “sublime”
 - Further route via Saint-Maurice, the Upper Rhone Valley and the Simplon Pass to Northern Italy

Main routes of the “Grand Tour”



Visiting Switzerland during the “Grand Tour”

Portrait of Douglas, 8th Duke of Hamilton, on his Grand Tour with his Physician Dr John Moore and the Latter's Son John. Geneva can be seen in the background.
Painting by Jean Preudhomme, 1774. Edinburgh, National Museum of Scotland



The development of tourism in Switzerland

Poems, travel reports and literary diaries

- Regional spa tourism since the late Middle Ages
- Perception of the Swiss Alps influenced by Albrecht von Haller's poem "Die Alpen" (1731)
 - Widely distributed via his learned correspondence network
 - Poor, but righteous and happy people living in the Swiss mountains
- Several travel reports and guidebooks written by and for "Grand Tour" travellers
 - Only small numbers of copies published
- Johann Wolfgang von Goethe: "Reise in die Schweiz" (1779)
 - Letters to Charlotte von Stein, published many years later shortly after his death (1832)
 - Classical travel route: Jura Mountains – Vaud – Geneva – Chamonix (Montblanc glacier) – Col de Montets – Upper Rhone Valley – Furka Pass – Gotthard Pass – Canton of Uri
- Jean Jacques Rousseau propagates a life "back to nature"

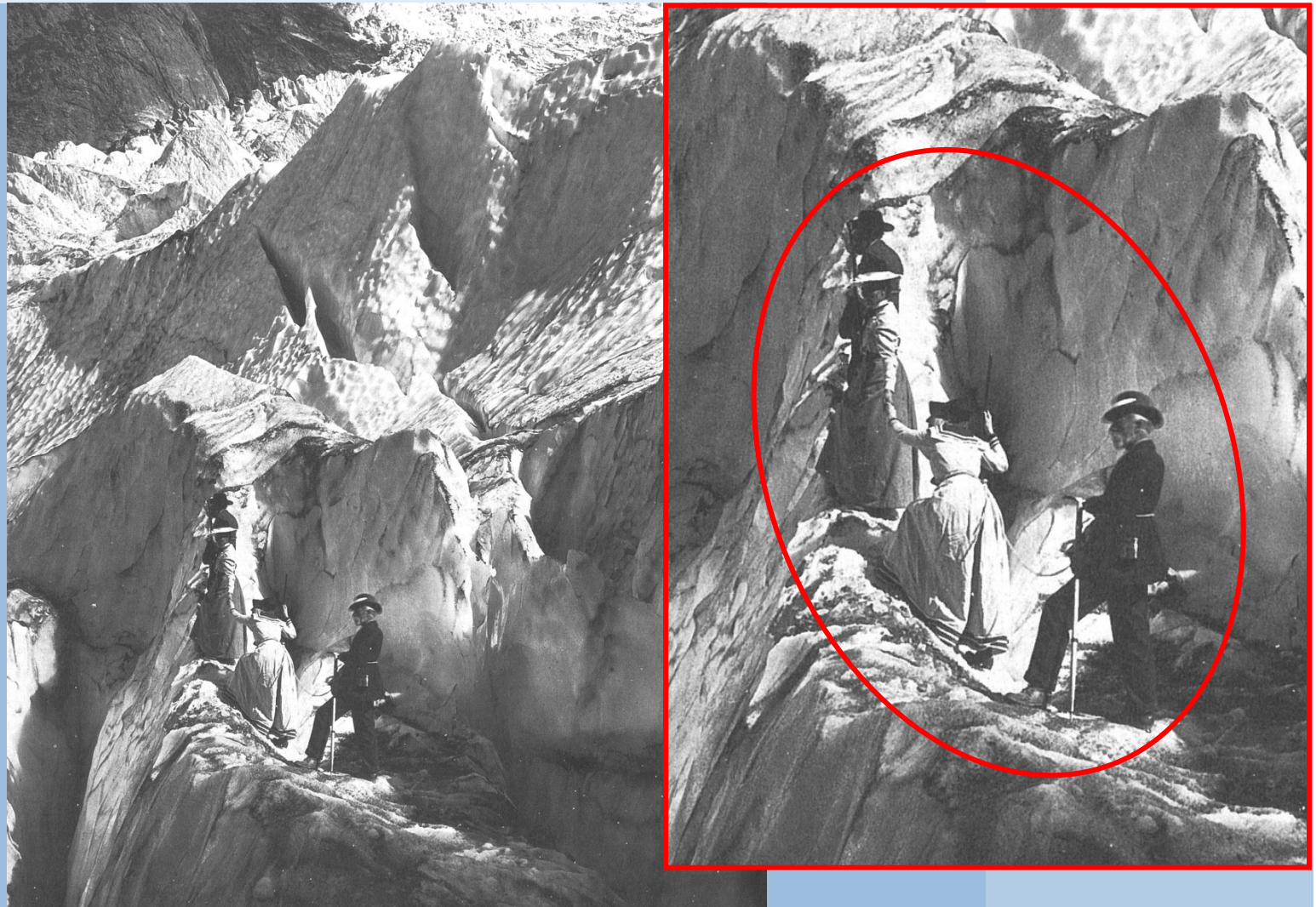
The emergence of mass travel in the 19th century

- Relatively peaceful period in Europe after the Napoleonic wars
- Revolution in transportation
 - Well organised system of stagecoaches on better roads
 - Steam powered ships and railways
 - Cog railways and funiculars allow to experience the high Alps
- Bourgeois social climbers constitute the new dominant group of travellers (British, French, etc.)
 - Social distinction by housing in Grand Hotels
 - Spa tourism also for escapist reasons
 - Sports as a new way to spend leisure time
 - Mostly summer tourism
- First organised group travels by Thomas Cook since 1841
 - Travelling becomes affordable also for average citizens
 - Full arrangements for the railway, hotel, and locals guides

Alpine tourism around 1900

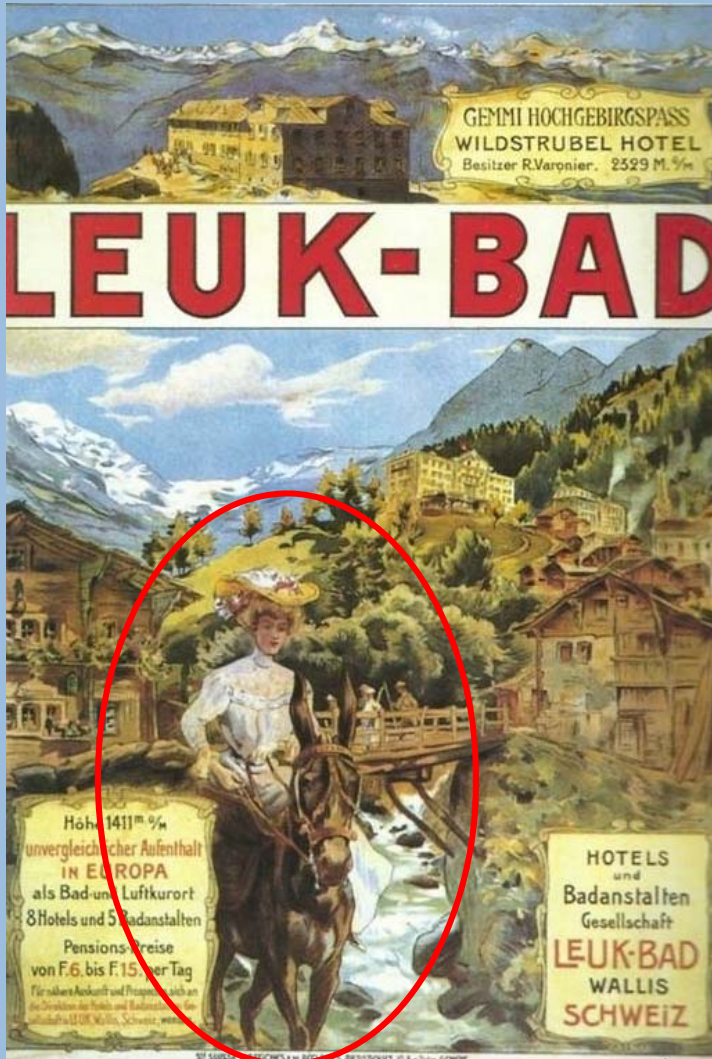
Bourgeois tourists visiting the Grindelwald glacier

Photography,
around 1905



Alpine tourism around 1900

Advertisement aiming at bourgeois tourists in Leuk (Valais)



Source: Anderegg, Stephan:
Leukerbad. Thermen, Themen und
Tourismus. Leukerbad 1992: 18.

The emergence of commercial travel handbooks

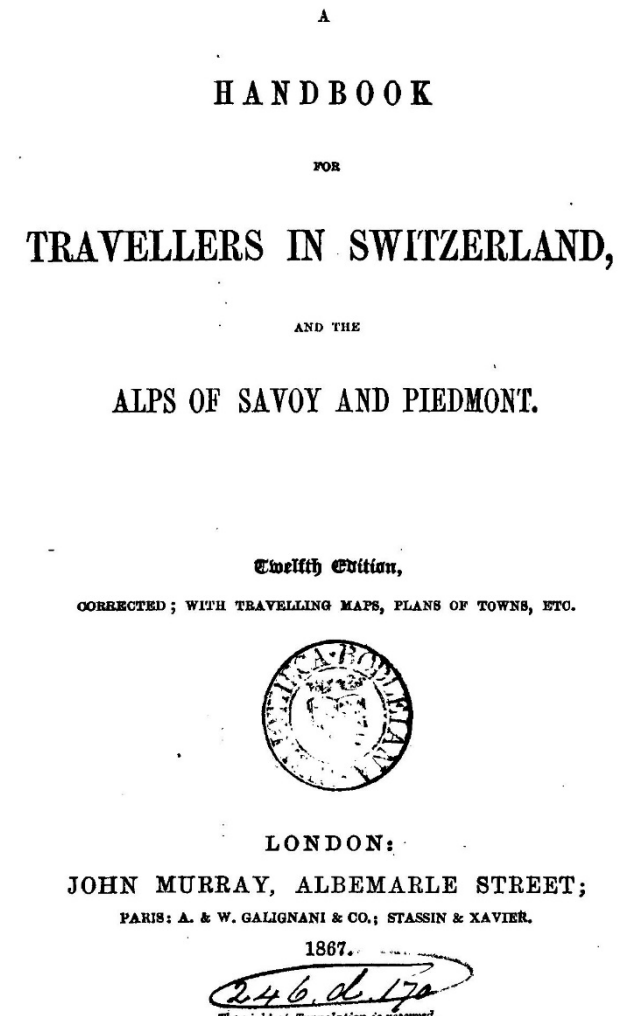
Murray and Baedeker (1)

- First travel handbooks appear long before the 19th century
 - Printed pilgrimage reports and maps (around 1500)
 - Reports about the “Grand Tour” (also in the style of “modern” travel handbooks, e.g. Mariana Starke)
- New generation of travel handbooks with a high number of copies and nearly yearly new editions
 - Development parallel to the emergence of cheaper group travels
- John Murray (1808-1892)
 - Son of a publishers’ dynasty
 - 1829-1843 Numerous travels through Europe
 - Since 1836 publication of travel handbooks (*Handbook for Travellers*)
 - Only the first volumes written by Murray himself
 - Murray becomes one of the most important publishers for nature-related literature (amongst them Charles Darwin, Edward Whymper)

The emergence of commercial travel handbooks

Murray and Baedeker (2)

- Structure of Murray's handbooks
 - Practical pocket format with a characteristic red cover
 - Large general introduction
 - Arrangement following suggested travel routes and regions
- Introduction into the handbook on Switzerland
 - Passport formalities
 - Choice of routes
 - Money, units of measurements
 - Means of transport (dis/advantages)
 - Housing
 - Geographical peculiarities and dangers
 - The country and its people



The emergence of commercial travel handbooks

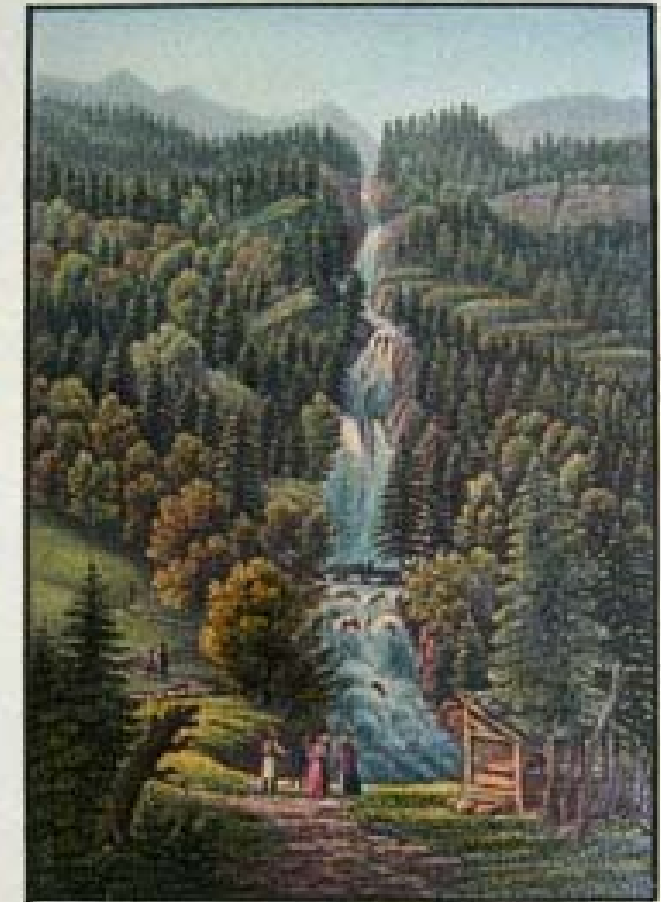
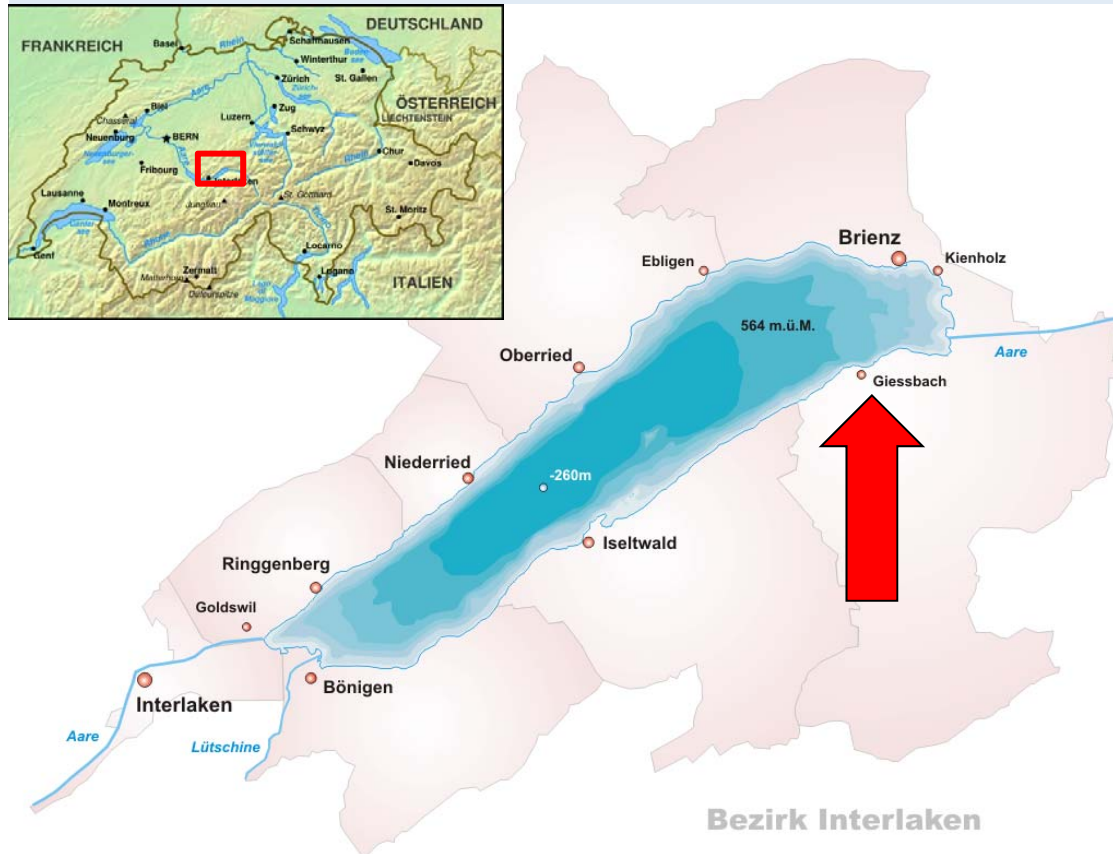
Murray and Baedeker (3)

- Karl Baedeker (1801-1859)
 - German publisher from Essen
 - Publishes his first travel handbook in 1828 about travels along the Rhine River from Mainz to Cologne (written by Franz Friedrich Röhling)
 - Three editions of this book within only twelve years
- Further handbooks for travellers following the example set by John Murray
 - Similar pocket format, red cover, and arrangement of content
 - On Switzerland, Austria, Italy and other European countries
- Meticulous enquiries made by Baedeker himself
 - Counts step by step accurately wherever he went using the “pea counting method”
 - Higher interest in reasonable prices for housing, local guides, etc. than Murray

Travel handbooks as sources for societal change in tourist regions

- Travel handbooks as an important, but underestimated source for the history of tourism
 - Meaningful perspective from outside
 - Focus of interest might change over the years
- Method of analysis
 - Comparison of the content from the first editions (1830s) to the ones from the early 20th century (more than 20 editions each)
- Results (ongoing research)
 - Travel handbooks mirror the ongoing development in tourism (e.g. development of transportation systems and hotels)
 - They document emerging professional activities of the local people (e.g. guides, skippers, hoteliers)
 - They reflect upcoming new tourist areas (e.g. Davos from the 1880s onwards) and the “invention” of a winter season
 - Some details, however, remain not updated over decades

Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland The example of the Giessbach Falls near Brienz



Giessbach Falls, coloured Aquatinta, published by
Henry Fuessli & Cie, Zurich, around 1845

Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland

The example of the Giessbach Falls near Brienz

“The Giessbach Falls actually belong to the pioneers that have made Switzerland world-famous as a tourist destination.”

Source: Gedenkschrift aus Anlass der Neueröffnung des Park-Hotels Giessbach, 1984

- Seen as a “romantic marvel” in the 19th century
 - 400 meter high, 14 steps of cascades above Lake Brienersee
- First tourists arriving by boat from Brienz around 1800
- Better touristic development and accessibility from the mid-19th century onwards
 - Comfortable footpaths, even behind one of the cascades
 - Construction of a small basic hotel
 - “Designing” and lighting of the falls
 - New grand hotel (1875/1884)
 - First Alpine funicular railway in Europe (built 1878/79): 25'000 tourists in the first season

Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland

The example of the Giessbach Falls near Brienz

- Murray's description of the Giessbach Falls
 - "... The Giessbach is one of the prettiest of waterfalls; there is nothing wild about it, and the immediate contact of green turfy knolls and dark woods, has the effect of a park scene. It is possible to pass behind the middle fall by means of a gallery constructed beneath the shelving rock, from which it casts itself down; and the effect of the landscape seen athwart this curtain of water is singular." (2nd edition, 1839: 115, text remains the same until the early 20th century, e.g. 19th edition, 1904)
- Additional text on the hotel and its park since the late 1880s editions
 - "... the large and excellent Giessbach Hôtel (2231 ft.) is reached in 5 min. by an ingenious wire-rope railroad. The mountain side forms its garden, and is a network of paths running through the woods to the best points of view. The Falls are illuminated every night from June to September ..." (19th edition, 1904: 237)

Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland The example of the Giessbach Falls near Brienz



The newly erected Grand Hotel on a picture postcard from the mid-1880s (the first Grand Hotel from 1875 had been destroyed by a fire in 1883). Source: <http://www.stiftung-giessbach.ch>

Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland

The example of the Giessbach Falls near Brienz



The first funicular railway in Europe.
Contemporary picture postcard and
photograph from the late 1880s,
Source: www.giessbach.ch

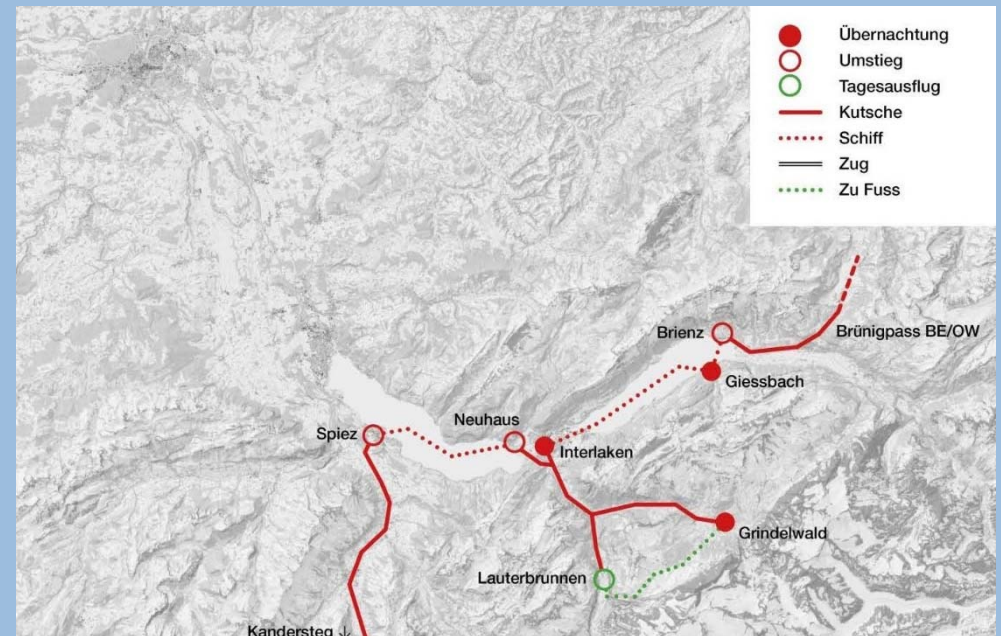


Travelling with Murray's *Handbook for Travellers* to the Bernese Oberland

The example of the Giessbach Falls near Brienz

- Individual travel reports from the mid-19th century show that nobody left out the Giessbach Falls
 - Aristocratic travellers, e.g. John Poyntz Spencer of Althorp and his wife Charlotte Seymour on their honeymoon (1858/59)
 - Average citizens on the first conducted tour to Switzerland by Thomas Cook Travels, e.g. Jemima Morell, an unmarried female British artist (1863)
- Description of remarkable Swiss locals, e.g. “la belle batelière” Elisabetha Grossmann

Source: Mangione 2016
(unpublished MA thesis)



Conclusion

Learning outcomes for modern tourism in the Alps

- Travel handbooks do not only reflect developments in tourism, but they also constitute them
 - Visibility of tourist areas in travel handbooks is an essential advertisement
- The “internet revolution” has changed the channels of information on tourist spots fundamentally
 - Travel handbooks (including restaurant guidebooks etc.) and web appearance complement each other
 - Evaluation of hotels and other services no longer provided by travel handbooks, but a representative amount of web users (e.g. hotel booking portals)
- Travellers had always been sensitive to changes in service, in the 19th century and today
 - Rising prices
 - Improvement or deterioration (hotels, means of transportation, etc.)

Thank you for your attention!

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