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Nota di contenuto	Front matter -- Contents -- The Contributors -- Introduction -- Chapter 1. Empires of Travel: British Guide Books and Cultural Imperialism in the 19th and 20th Centuries -- Chapter 2. 'How and Where To Go': The Role of Travel Journalism in Britain and the Evolution of Foreign Tourism, 1840-1914 -- Chapter 3. Selling Air: Marketing the Intangible at British Resorts -- Chapter 4. Tourism in Augustan Society (44 BC-AD 69) -- Chapter 5. A Century of Tourism in Northern Spain: The Development of High-quality Provision between 1815 and 1914 -- Chapter 6. Japanese Tea Party: Representations of Victorian Paradise and Playground in The Geisha (1896) -- Chapter 7. Radical Nationalism in an International Context: Strength through Joy and the Paradoxes of Nazi Tourism -- Chapter 8. 'Travel in Merry Germany': Tourism in the Third Reich -- Chapter 9. Coffee, Klimt and Climbing: Constructing an Austrian National Identity in Tourist Literature, 1918-38 -- Chapter 10. Paradise Lost and Found: Tourists and Expatriates in El Terreno, Palma de Mallorca, from the 1920's to the 1950's -- Chapter 11. '50 Places Rolled into 1': The Development of Domestic

Tourism at Pleasure Grounds in Inter-war England -- Chapter 12.  
Public Beaches and Private Beach Huts – A Case Study of Inter-war  
Clacton and Frinton, Essex -- Chapter 13. 'The Most Magical Corner of  
England': Tourism, Preservation and the Development of the Lake  
District, 1919-39

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Sommario/riassunto

This collection of essays develops the historical dimension to tourism studies through thematic case studies. The editor's introduction argues for the importance of a closer relationship between history and tourism studies, and an international team of contributors explores the relationships between tourism, representations, environments and identities in settings ranging from the global to the local, from the Roman Empire to the twentieth century, and from Frinton to the 'Far East'.

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