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Nota di contenuto	From romance to patrimony : Breton culture and originality in the nineteenth century tourism, culture and place in a changing Brittany, 1860-1914 -- La Bretagne, au sein de son passe : dilemmas of tourist modernity in the French countryside -- Refashioning Breton costume -- Of pardons, loss and longing : Breton religious processions in an age of tourism and cultural change -- A tasteful patrimony : landscape preservation and tourism in Brittany -- From terre du passe to modern leisure ground? : Brittany in an age of mass tourism -- Epilogue : changing contexts of Bretonnitude, from Vichy to European Union and globalization.
Sommario/riassunto	Efforts to preserve, display and promote Breton cultural differences in the late nineteenth and early twentieth centuries marked a significant advance in heritage tourism, and a departure from what is commonly perceived to be a French intolerance of cultural diversity within its borders. This book explores the means by which key actors - middle

class associations, businesses, governmental bodies, cultural intermediaries - pursued tourist development in the region and the effect this had on Breton cultural identification. Beyond those interested in the history of French tourism, this study will
