

## **The range of reading among Russian tourists during the late XIX - early XX century**

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### **Abstract**

*The study is devoted to the establishment of reference publications for the tourists in Russia at the turn of XIX-XX centuries. The authors attempted to analyze the guidebooks and this allowed to study the nature of the print media, which formed a circle of literary reading for a Russian traveler within the specified chronological period. At that the authors of the article also pay their attention to periodicals – tourist magazines, which also had a certain popularity among readers.*

*The methodological basis of the study was the set of general scientific and empirical and theoretical methods, such as synthesis, comparison and deduction. The use of these methods allowed to identify the key trends in the development of the tourism literature in Russian Empire within the considered chronological period. For example, if a Russian traveler was forced to enjoy mainly the literature in foreign languages at first, then the domestic compilers and authors, having experienced a period of clear duplication and compilation were able to offer the guides to a reader compiled by taking into account the national peculiarities of a Russian traveler with a carefully thought-out content and structure.*

*The result of the study is the determination of the tourist literature key features and characteristics, as well as their grouping according to different principles, for example, according to the forms of publications, according to the geography review, according to the publication language or a targeted appeal.*

**Keywords:** tourism, the end of XIX-th - early XX-th century, Russian tourists, guides for Europe, the development of guides in Russia, tourist literature.

## Introduction

During the second half of the XIX-th century in Russia, due to the dynamic evolution of the transport means and transport infrastructure, traveling becomes a widespread phenomenon. The striving for foreign travels is discovered not only among the representatives of the Russian aristocracy, officials and merchants, but also among intellectuals, including professors and students, "teachers and pupils", not only from the capital cities of the Russian Empire - Saint Petersburg and Moscow, but also from provinces.

For a long time a Russian traveler had limited possibilities to gather information about the places which he was going to visit during a trip. In this regard, there was a need to provide a domestic tourist with special reference publications printed in Russia at the turn of XIX-th - XX-th century. These publications were able to help him in the preparation for a trip and during a journey.

The main features of the tourist publications during late XIX-th - early XX-th century are their utility, practical value and targeting. Due to this, a guide had a mission to become not an easy fun "fiction" for recreation or entertainment, but a universal pocket encyclopedia, a reliable companion and a helper during a journey.

The aim of this study is the attempt of a comprehensive analysis concerning tourist printed literature published abroad and in Russia during the late XIX-th - early XX-th century, which was popular among a wide range of Russian readers. Due to this a guide is an object of study as from the point of source study, so from the book study aspect.

## Methods

The use of empirical and theoretical methods, such as synthesis, comparison and deduction allowed identifying the main trends within the development of the tourist reference books in Russia represented by guides. Due to these methods it became possible to study the genesis of the Russian-speaking guides, as well as its causes and a targeted appeal of literature to a reader.

The recent studies have the calls for new views concerning the importance and the role of guides in the development of mass tourism. For example, P. Francois calls for a more evolutionary understanding of travel guides. A researcher proposes to focus on the tourist literature, the authors, the compilers and the publishers of which were the people less known in Europe than, for example, Karl Bedeker or John Murray [1]. In this study, the authors tried to keep the "evolutionary understanding".

It is noteworthy that the methodological basis of the study allows to approach the guides not only in terms of a source study, but also from the standpoint of book science and museum study science. Due to this possibility, the research and the analysis of a guide as a written historical source has not only scientific value but also the practical one. At the same time, a guide is an artifact of a particular era.

## Results

During the considered chronological period of Russia, the guides were widely represented in German lands and cities. Obviously, this can be explained by the traditionally high interest of Russian tourists to the routes of Bavaria, Saxony, Thuringia, Swabia or Württemberg. Therefore, such German-language guidebooks as, for example, «Handbuch durch Sudbaem, Tyrol, Vorarberg,

Salzburg und das Salzkammergut» [2], as well as «Deutschland in einen Bande» were popular in Russia [3]. These tourist guides were valuable by their brief historical information, the detailed description of routes, maps and the plans of settlements.

At the end of the XIX-th century the number of Russian tourists who went to the West-European countries not so much for entertainment purposes but in order to improve their health, increased with each tourist season. The print publications concerning health resorts and spa studies set the aim to acquaint the Russian audience with well-known German, Belgian, Danish, Italian, Swiss, French and other European spas and thermal baths. Such guides informed concisely a Russian traveler about geographical and climatic resort conditions, on the conditions of treatment and rest. These publications popular in Russia should include, for example, «Karlsbad in Topographischer, medizinischer und geselliger» [4] or «Marienbad, seine Umgebung und Heilmittel» [5].

Over time, due to the growing popularity of guides, the publication of such tourist literature becomes a serial one. The characteristic feature of these serial publications is that such a series of guidebooks often received the name of its originator or its publisher (often it could be one and the same person - author's note). So, coming from the family of well-known book publishers in Britain, John Murray became famous not only for the publication of scientific journals, but also the preparation and publication of English-speaking guide series «Handbook for travellers». The writer Joan Adolf Loren was known for his detailed descriptions of individual French departments and cities, and then published the series of books «Collection des Guides-Joanne».

Perhaps the most famous series of tourist literature published in several European languages were the country-specific books of the German compiler and publisher Karl Bedeker. Due to a conscientious and careful selection of materials, the high quality polygraphic implementation for that period of time, Bedeker's guidebooks were incredibly popular across Europe, and, as S. Hobson (2013) noted, they made some influence on the modernist literary culture [6].

If the traditions of tourist reference book serial publications were successfully evolved in the leading Western European countries, but there were no such traditions in Russia. As P. Kopelman notes "this is the source of helplessness of a Russian abroad, which became a proverbial one, the impression of disorder, which he produces, and a complete inability to use your trip, to take all that it is able to give him" [7, p. 1]. This idea made Kopelman release the series of guidebooks in Russian concerning the tourist routes of Western Europe under the name "Russian Bedeker". Obviously, an example to follow was the famous series of the German publisher guidebooks which became so popular in Russia, that the word "Bedeker" has become a common noun, the synonym with the word "guide". The guide to European capitals - first, Berlin (1908), then Paris and Vienna was issued first in the series of "Russian Bedeker". The publications included the description of a terrain, urban plans, the plans of museums and museum collection descriptions, alphabetical index, and a short interpreter of commonly used words and phrases.

Following Kopelman and his "Russian Bedeker" they published the multi-volume edition "Guide to Europe" in Russia. This edition was drawn up by Yakubovich and published by the magazine "World traveler". In fact, it was an attempt to reprint the guides translated and adapted for a Russian reader concerning the same popular guidebooks «Bedeker» and «Meyer's Reisebücher». Obviously, it was not the last attempt of material compilation from famous European series. For example, in order to publish the Russian guides of "Bedeker Joan" series the publications from "Bedeker" and «Guides Joanne» series were also used. "Guide to the Riviera from Marseilles to

Genoa with drawings", released in France during 1910 - 1911, containing the translations of materials from renowned European travel guides should be noted as another example.

The feature of the first issue of "Traveling companion" series was the fact that for the first time the target audience edition were those Russian readers who intended to visit Western Europe, not so much for entertainment as for health improvement. Therefore, the publication included the materials and the data on climatic features of Western European resorts, for example, in Austria-Hungary, Switzerland, France and Italy. However, Russian publishers may be also caught here in the imitation of Western European publishers. But, after the translated editions in the early twentieth century a new wave of Russian-speaking tourist literature appeared in Russia, such as for example the guides from "Russian tourist series. The guide for Western Europe". Compilers and editors believed that "numerous French, German and English guidebooks could not satisfy the requirements of Russian traveling public which does not always speak foreign languages well enough to use the directives necessary for a tourist, which were abundant in scrupulously drawn up writings by Bedeker, Meyer, Joanna et al" [8, p.3]. The book "Russians abroad. The guide to Western Europe for Russian travelers" which experienced eight editions may be considered as an example of success. The value and popularity of this publication may be explained by its high informative content about the route distances, the methods of transportations, attractions, hotels, boarding houses and other places of recreation.

A distinctive feature of the new series is that now the guides became targeted ones and tried to take into account the interests of broad Russian audience. For example, the publications from the series "The guide for those who value time" were intended for business people who commit short-term travels. The materials of this series are usually presented in a brief, indirect form.

They tried to publish two series of guides - "The cultural centers of Europe" as well as "The countries of Western Europe" for traveling people with the educational objectives in Moscow, at the publishing house "Educational tours". This Moscow publishing house is known for two reference series - "Road dictionaries" and "Guides", designed in a single artistic performance.

At the same time, in response to the growing flow of Russian travelers the major European resorts started to publish special Russian-language publications besides the guides in German, French or English. Moreover, spa visitors were not only provided with the guides for free, and the guides could be sent out on request. For example, this technique was practiced by the inquiry office in Bad Nauheim, founded at the beginning of the XX-th century [9]. In its turn, Dr. A. Levin, who lived in Wiesbaden, tried to publish "The guide for the German resorts" in Russian due to a non-commercial goal and a noble task to help a Russian traveler who goes to Europe for medical treatment.

Over time, the authors and compilers of Russian-speaking guides left the traditional route publishing system routing information in guidebooks. For example, these are the books of the series "Western Europe. Tourist guide» gave information on countries.

In addition to geographical, statistical and other information, a reader could find brief but valuable descriptions of household details, including the rules of the popular European gambling games, as well as a brief road Dictionary. At the same time compilers prudently cared for the provision of reference information to a traveler in its entirety concerning the ratio of foreign and Russian weight or length measures, the Russian and Latin names of medicines in pharmacies, and many other things that could be useful for a Russian tourist in a foreign journey. All this eloquently

proves that from now on Russian guides can be confidently attributed to the same number of successful popular foreign series of guidebooks in respect of information and printing quality.

A huge role in the spread of organized tourist traffic and tour business in the country and abroad was played by Russian society of tourists, established in 1895. Conducting large-scale educational activities through their publications, the magazines "Russian tourist", "Excursion Gazette" and other media, the Russian society of tourists united more than a hundred missions and committees in various cities and "towns" in Russia and abroad by 1913.

The circle of Yaroslavl Tour Commission published the magazine "Russian Tripper" for the period from 1914 to 1917. Along with the magazine "Tour messenger" it provided a great help for the organizers of educational trips and excursions [10].

### Conclusions

The analysis of popular literature allows to note the following. First of all, the Russian-speaking and foreign guides for Western European states and territories are a valuable historical source. The value of the information potential of such tourist literature texts and materials tourist literature is extremely high, since they contain traditionally objective and rich geographical, historical, cultural and statistical information. The natural and weather conditions of a terrain, the historical sketches and the genesis of European cities and resorts, the features of their layout and the character of development, the development of transport and transport infrastructure, the description of the remarkable places and monuments of history and archeology, the natural and architectural heritage of European art, the promotions of goods and tourist services of different companies and private persons - all this information put together may serve a major information base for new scientific historical and cultural studies.

Secondly, the guide may be fully considered as a real source, that is, as a part of the book existence history, the traces of which can be found out in the bookplates and stamps or labels and inscriptions. Due to this, the guides can certainly be of interest from the position of museum study.

Finally, the guides and travel books were published with regard to their active use in a travel, for the reading during travels and stops. The functionality, the practical value of guides are manifested not only in a well-formed structure, but also in the use of high-quality paper types, binding components and materials, by high quality of printing, making the guides not only utilitarian but also a valuable book production.

### Summary

Specialized reference books for travelers developed at the turn of XIX - XX centuries obviously became a significant motivating factor for the development of mass tourism in Russia. First of all, these editions allowed to get motivation and impulse to commit a sightseeing trip for a tourist, and secondly, to have a rational approach to the preparations preceding a trip.

Due to this, the main features of the tourist literature during late XIX-th - early XX-th century are utility, practical value and targeting.

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