

## Tourism and Dictatorship Europe's Peaceful Invasion of Franco's Spain



Sasha D. Pack



## Contents

List of Tables	iz
Acknowledgments	x
List of Abbreviations	xii
Introduction	1
Mass Tourism as International Relat Spanish Modernization and Europea	•
1 Travel and Tourism in Spanish History	1 <sup>'</sup> 7
Peripheral Identity	17
Travel and Modernization in the Eig Nineteenth Centuries	thteenth and 20
Tourism and Regenerationism	24
Tourism and the Early Franco Regin	ne, 1936–1945 32
2 Tourism and International Engagem	nent, 1945–1957 39
Tourism as Commerce and Diploma Tourism and Border Security	43 53
3 From Nationalist Propaganda to Co	nsumer Diplomacy 57
Preparing for Mass Tourism in the 1	940s 57
Hotels and Consumer Diplomacy	61
The Ministry of Information and To	ourism 64
4 Breakthrough, 1957–1962	83
Tourism and Economic Stabilization	ı, 1957–1959 85
American and European Pressures West European Border Liberalization	87 n: Cooperation and
Competition	91
The Charter Flight Take-Off	96
Acceleration of Seaside Developmen	t, 1957–1962 98

## viii • Contents

5	Tourism and the Politics of Development, 1962–1969	105
	The Ministry of Information and Tourism under	105
	Manuel Fraga	105
	Tourism and the Development Plan	116
	Extending Development	120
	Domestic Infrastructure and Image Abroad	127
6	Touristic Consciousness	137
	The Erosion of "Difference"	139
	Reviving the Pilgrimage to	
	Santiago de Compostela	153
	Diversification and Local Participation	155
	Labor, Entrepreneurship, and	
	Professionalization	159
	Domestic Tourism	162
7	Disillusionment and Reorientation	169
	Disillusionment	169
	Reorientation	182
	Tourism in Transition	187
C	onclusion: Tourism and the European Challenge	191
N	otes	197
В	bliography	249
	dex	265
111	UCA	20)