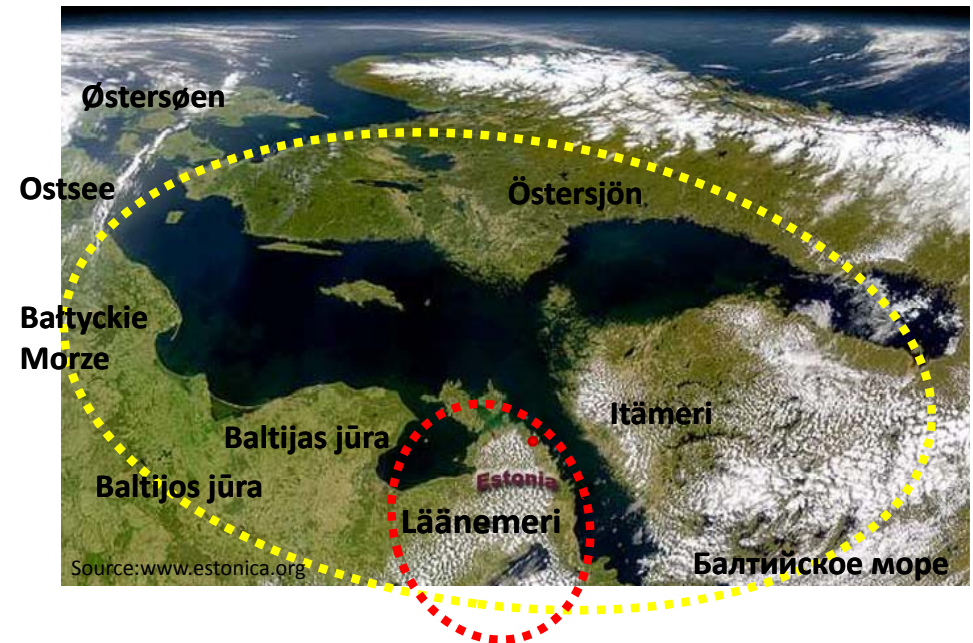


Tourism landscapes and heritage in change. Tallinn/Kadriorg case (Estonia)

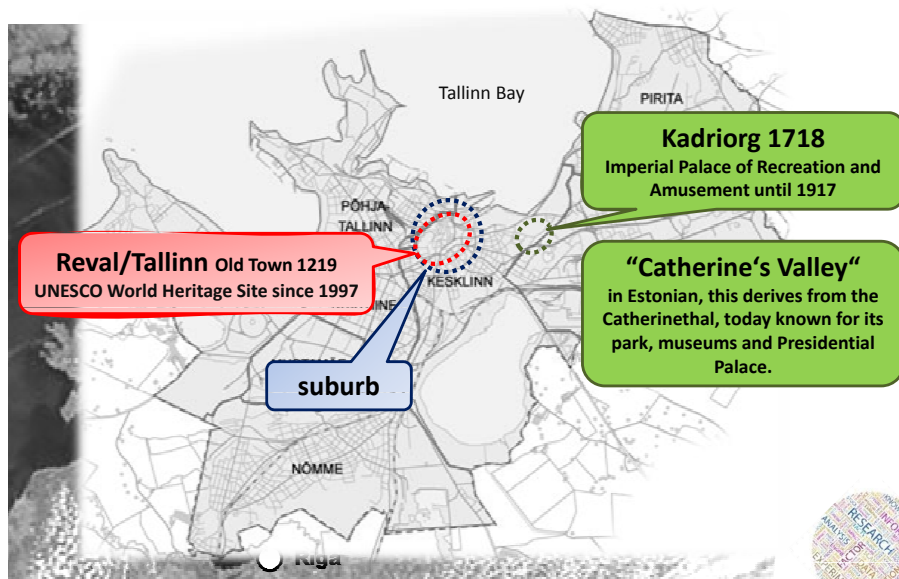
Tiit Kask & Ain Hinsberg
Research & Development Unit
Estonian School of Hotel & Tourism Management EHTE



Baltic Sea Region (BSR)



Estonia, Tallinn, Kadriorg ...



Aims

- to focus on the formation and development process of Kadriorg as a seaside resort – one of the most well known cultural landscapes, heritage sites and tourism attractions of Estonia.
- to identify the main milestones and key factors influencing this historical process – especially at different stages of establishing the status of the First Imperial Seaside Resort of Russian Empire.
- to highlight the specific nature of the interrelations between time and space in historical analysis of the role of practices especially in the context of cultural landscape as Kadriorg should be referred to.



Theoretical framework

- **Tourism Area Life Cycle (TALC)** (Butler, 1980)

This paper refers to TALC as universally as possible - as a rather hypothetical but in same time quite effective tool for the development framework creation, as it is presented in this paper based on the example of Tallinn/Kadriorg case.

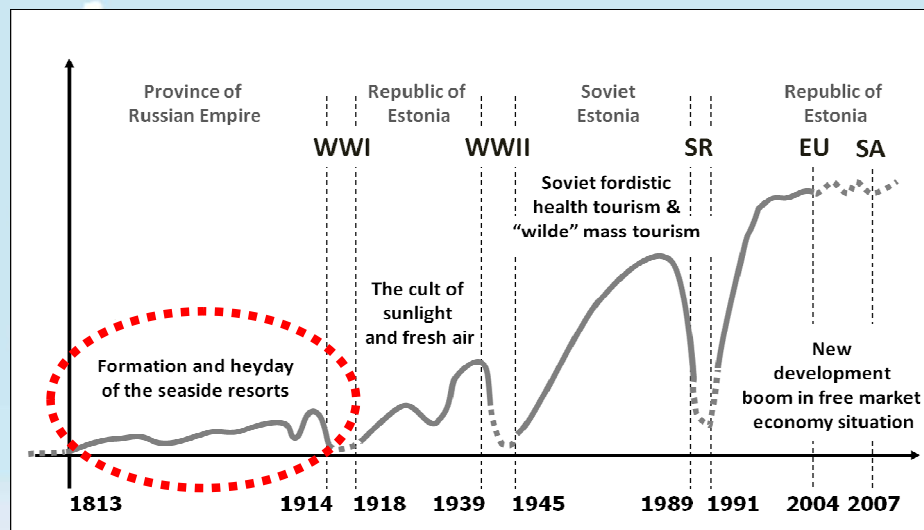
- **“Cultural turn”** (started in the beginning of the 1980's)

"New Cultural History" – the global revolution in historiography searching in the past, above all, for the meanings and visions ...

- The present paper seeks to combine creatively both in order to reach a comprehensive approach where historical practices, meanings and imaginations are projected at the systematically structured "timeframe" designed from the TALC model.



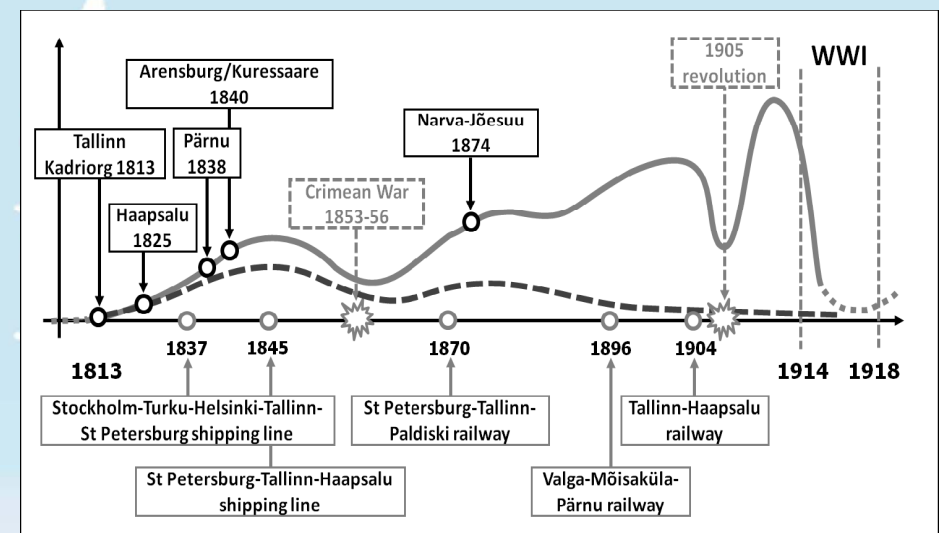
The changing periods, geo- and socio-political context of the development of Estonian seaside resorts (after Kask 2004; Saarinen and Kask 2008).



The evolution of the resorts of Estonia according to TALC model.

SR – Singing Revolution; EU – joining EU; SA – joining Schengen Area.

Compiled by T. Kask (2009)



The evolution of the resorts of Estonia (solid curve) & the evolution of the resort of Tallinn/Kadriorg (hatched curve) 1813-1916.
Compiled by T. Kask (2011)



Historical retrospect

1718 ...

The establishment and formation of the Kadriorg palace and park founded by Peter the Great as the **symbol of presence and presentation of power of the Russian Empire**.

1810s ...

Kadriorg as a summer residence (“pleasure palace”) for emperors, courtiers and local governors, as the **first and prime seaside resort of the Russian Empire** - a picturesque and romantic blend of the man-made and natural land- and seascape

1918 ...

Kadriorg as a **multifunctional historic urban area and cultural heritage landscape** – created through variety of symbolic and material transformations.



Historical retrospect

In the first half of the 19th century ...

The heyday of Kadriorg ...

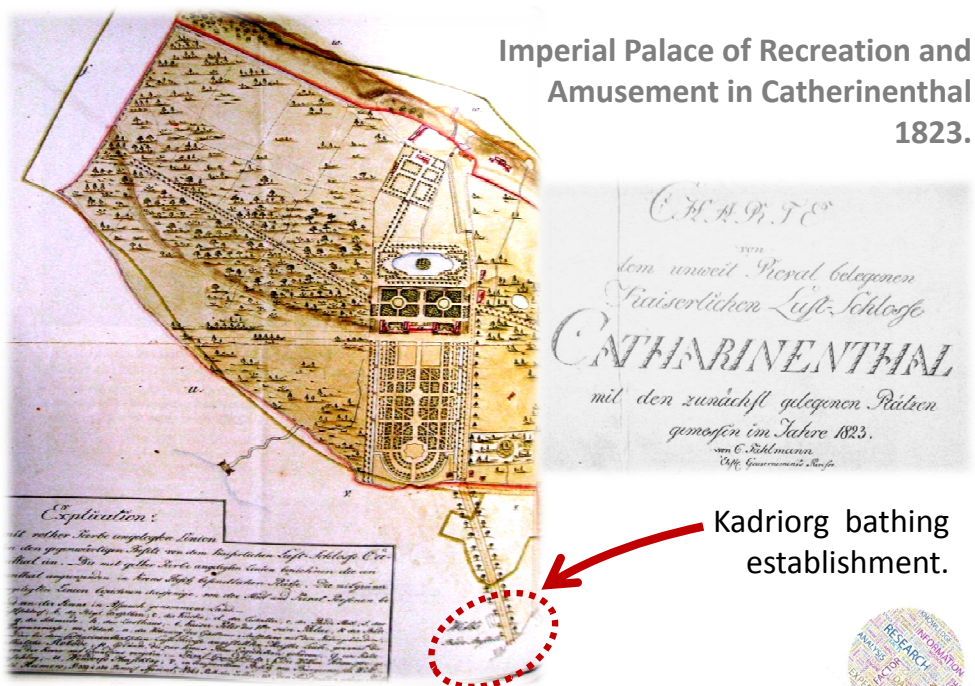
- During the late 1820s and the early 1830s Kadriorg was being developed as one of the most important resorts in Russia.
- The 1830s and 1840s were the peak of the heyday of Kadriorg.

In the second half of the 19th century ...

- The share of local people increased among the holidaymakers in Kadriorg, the milieu became simpler and less pretentious.
- By the turn of the century Kadriorg became the residential district of wealthy Tallinn bourgeoisie.



Source: Kadriorg. Lossi lugu. Palace's story. 2010



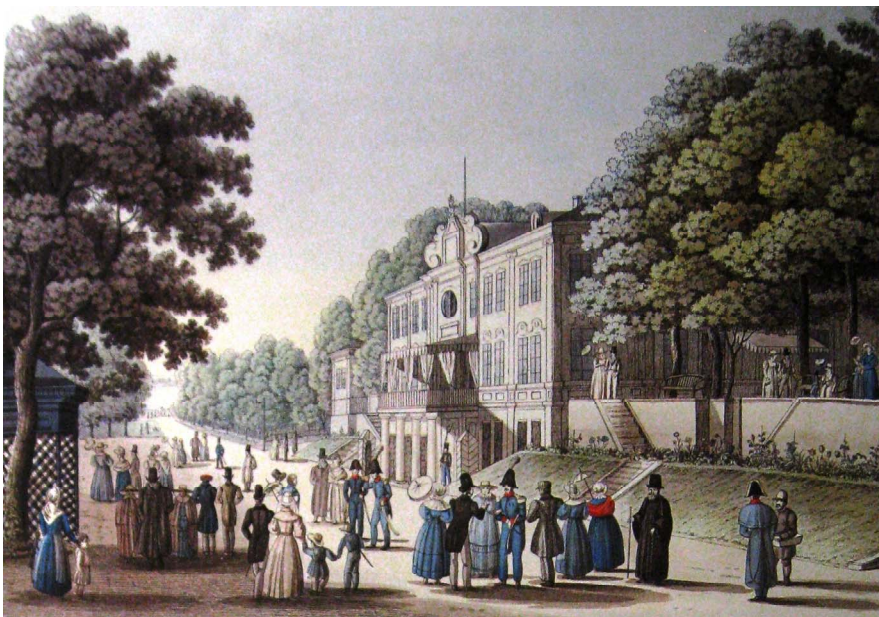
Source: Kadriorg. Lossi lugu. Palace's story. 2010



View of the Kadriorg Palace, 1827.

Source: Kadriorg. Lossi lugu. Palace's story. 2010





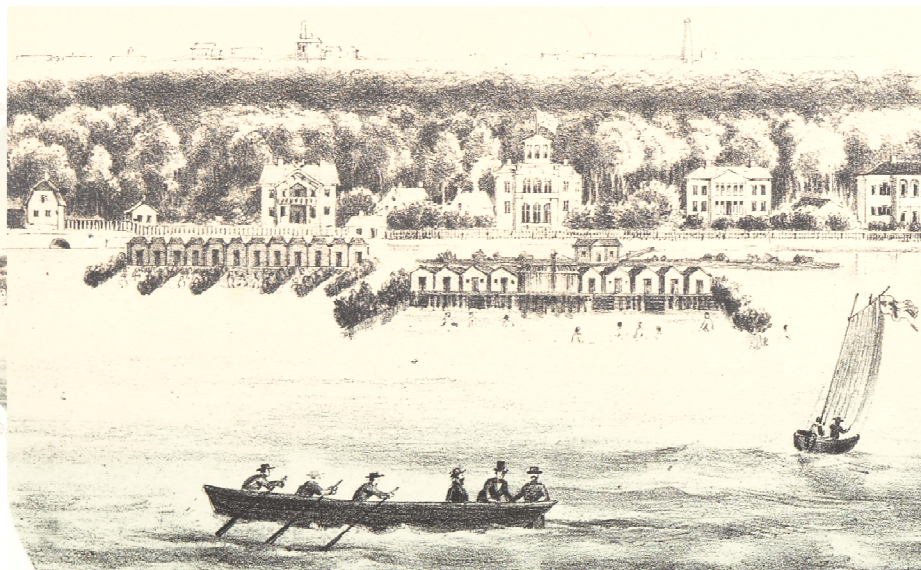
Imperial summer palace and park. c. 1835

Source: Kadriorg. Lossi lugu. Palace's story. 2010



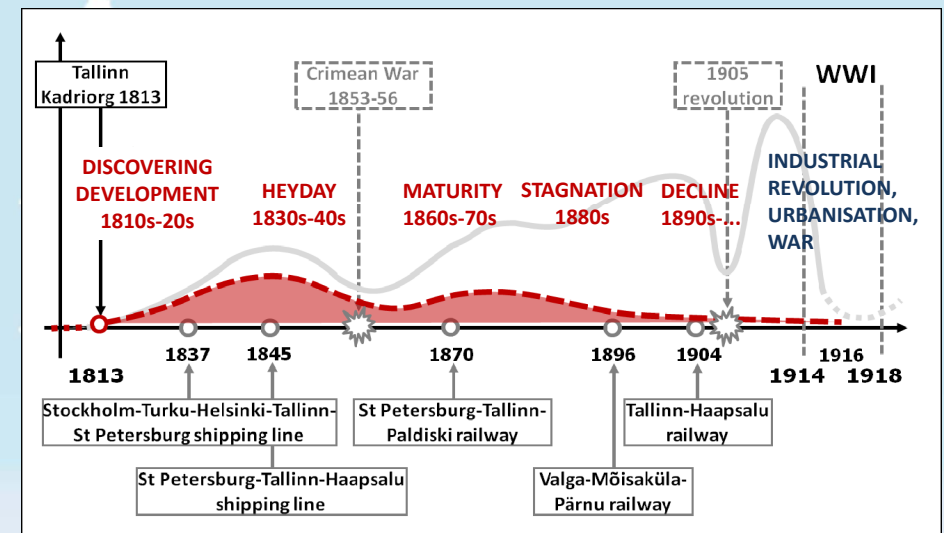
Bathing Salon in Kadriorg. 1860s-70s.

Source: Kadriorg. Lossi lugu. Palace's story. 2010



Sea bathing area in Kadriorg. (1870s)

Source: The Digital Collection of the Art Museum of Estonia.



The evolution of the resort of Tallinn/Kadriorg (hatched curve) 1813-1916.

Compiled by T. Kask (2011)



The touristic iconography of Tallinn ...



1838

1918

2012

Photo: „Erinnerung an Reval“ (Memory of Reval, 1838) The Digital Collection of the Art Museum of Estonia; Photo: http://et.wikipedia.org/wiki/Tallinna_vanalinne;
Photo: <http://www.ebay.com/itm/1918-REVEL-REVAL-TALLINN-ESTONIA-POSTCARD>



Travel guides and books

- Reval als Bade-Ort. St. Petersburg, **1816.**
- Ilisch Jac. Joh., Dr. Ueber das Seebad: Zur Belehrung für Badegäste. Reval, **1826.**
- Reutlinger R. H. Manuel-Guide de Reval et des environs: Orné de vues. Reval: Librairie de C. Krich; St. Petersburg: Chez les principaux libraires, **1833.**
- Путеводитель по Ревелю и его окрестностям / Изд. с француз. с доп. и измен. Н. Розанов. СПб., **1839.**
- **Tallinna juht. Tallinn: J. Ploompuu Kirjastus, 1910.**
- Lyhyt Tallinnan (Räävelin) opas huvimatkailijoille. Helsinki, **1912.**
- **A. A. Бестужев, Поездка в Ревель. СПб., 1821. (1992)**



Conclusions

- The formation and development process of Tallinn/Kadrior as a seaside resort, tourist destination and cultural landscape can be described as a construction based on a variety of transformations.
- As argued by Urry (1995), this case study confirms clearly that landscapes of leisure and tourism act as sites and sights of cultural inclusion/exclusion and are not fixed, but are in a constant state of transition.
- During the last 200 years Tallinn developed into the most competitive core and gateway destination (*2/3 of revenue and overnights*) and the trend-setter of Estonia's tourism, and has had a major impact on the tourism development ever since until the present.
- This case study proves that comprehensive approach where historical practices, meanings and imaginations are projected at the systematically structured "timeframe" designed from the TALC model is a quite flexible and universal theoretical framework.





Kadriorg 2011

"A Path in the Forest"

by architect Tetsuo Kondo (Japan).

Festival of 11 urban installations.

