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In the footsteps of Joseph II. The potential of the new tourist route of the countries of the former Habsburg Empire from the perspective of cultural heritage tourism

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Keywords

cultural heritage, tourism, trail, empire, Joseph II Habsburg

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In the footsteps of Joseph II. The potential of the new tourist route of the countries of the former Habsburg Empire from the perspective of cultural heritage tourism

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INTRODUCTION

In recent decades, an increase in the mobility of societies of European countries is related to an increase in the standard of living in the region and inspired by a need to explore new places as tourist destinations. Tourism, however, is not focused on recreation, but more and more often it performs educational and cognitive functions, especially aimed at learning about the past [1]. This function is performed by cultural heritage tourism "oriented towards cultural heritage objects, the main purpose of which is the contact of its participants with monuments, groups and places officially and universally recognized as the cultural heritage of the world, country or region" [2]. The functional approach indicates the contribution of this form of tourism to strengthening the relationship "between people, place and cultural heritage" [3]. The genealogy of cultural heritage tourism dates back to the 19th century [4], and in the 21st century this branch of tourism is gaining importance for reasons discussed in this article.

An important element of research in the context of the problem and purpose of this article are regional and international (transregional) tourist routes. Their thorough discussion in the literature [5, 6] allows the conclusion that the trail is "a route in the field, used for trips, marked with uniform signs (symbols) and equipped with information devices that ensure safe and peaceful travel to tourists at any time, with any level of skills and experience, at any time of the year, in all weather conditions, unless detailed requirements state otherwise" [6]. The number of tourist routes increases as a function of the economic aspect of tourism (trail as a product), as well as in the context of increasing tourists' knowledge of the regions and places visited.

Among the tourist routes, functions related to the specificity of cultural heritage tourism are fulfilled by those related to places of religious worship (pilgrimage routes, e.g. Camino de Santiago de Compostella), architectural (e.g. the route of castles on the Loire, the route of Teutonic castles), historical (the amber route)) or the most relevant to the subject of this article biographical routes in the footsteps of outstanding historical or contemporary figures (Benedict's trail – in the footsteps of Pope Benedict XVI or the trail of Empress Sisi) [5–8].

The aim of the article is to show the tourist potential of the rulers' travel routes in the areas of modern countries belonging to former empires. The research problem outlined in this way is presented with reference to the example of the routes followed by the eighteenth-century ruler of the Habsburg Empire – Emperor Joseph II in the areas of today's Austria, Czech Republic, Hungary, Romania, Slovakia, Croatia and Ukraine. The contemporary tourist potential of the imperial routes is connected, among others, by with the openness of borders within the EU and the multi-ethnicity typical of this part of Europe and, consequently, facilitations in cross-border tourism [9–11].

The choice of the topic of the article was affected by the global increase in interest in history and the greater historical knowledge that generations of active tourists are now acquiring as Internet users. Another condition is the popularization of the past through lifestyle activities in reconstruction groups or a liking for computer games thematically referring to past epochs. Yet another factor is the increase in mobility and independent travel route planning as part of weekend tourism, often combined with historical tourism. Finally, the sentimental factor deserves attention, i.e. a desire to revive imperial ideas and an attempt to experience them through tourist activity along the travel routes of great figures. Therefore, it seems that the renaissance of interest in the past, a renewed fascination with outstanding historical figures and their work, i.e. imperial states, is a sufficient social background to analyze the tourist potential of travel routes that were used by representatives of European powers in the 17th and 18th centuries: the centuries that made travel popular and a valued form of activity.

MATERIAL AND METHODS

The leading research method used in this study is the analysis of historical sources and studies on the figure and achievements of Emperor Joseph II in the context of his journeys [12]. Literature analysis was also undertaken in relation to studies and analyses as well as documents concerning the policy of cultural heritage and historical tourism. Finally, the subject of the analysis was the literature on the imperial past of states in the context of tourism.

A comparative analysis of the literature examining the phenomenon of empires from the perspective of disciplines other than tourism was also used. In the literature in the field of research on cultural and historical tourism, references to the imperial past of regions and states include references to research in the field of history, political science, international relations studies, and geography [13]. In the latter, the theme of the imperial power of states appears already in the Renaissance, in the classic treatise, *Reflections on the ten-book history of Rome* by Titus Livius, by Niccolo Machiavelli [14], and is developed in twentieth-century academic studies [15]. The rise and fall of empires is a regularity of many eras and due to the repetition of this phenomenon, they are of interest not only to scientists, but also to ordinary people who are fascinated by the idea of a strong state. It is supplemented by current publications on the relationship between the rulers' travels and the deepening of cartographic knowledge about empires [16].

As mentioned above, in the literature on tourism, the interest in empires is indirect and selective. Most often it refers to historical heritage tourism. It is also often associated with the colonial past of those European empires that had overseas territories until World War II [17]. Selected places of memory or the mass tragedy of the totalitarian empires of World War II are perceived differently. Nazi concentration camps in many European countries have been transformed into museums on which tourists of various nationalities have been reflecting in their thoughts for many decades [18]. Tourism to the Solovetsky Islands in the White Sea is of a similar nature, where one of the most severe Soviet labor camps (gulags) has existed since the 1920s [19, 20].

RESULTS

The analysis of research helpful in structuring this topic confirmed the well-established view of the relationship between the cultural and historical potential of states with the dynamics, scale and effectiveness of tourism development, inspired from above by governments and supranational institutions [21]. On the one hand, this potential is deepened by the motivational commitment of potential tourists; on the other hand, it influences the building of the image and brand of both regions and entire countries (positive branding of cultural and historical heritage). This, in turn, increases the position of countries in the international arena of tourist services, influencing their economic position and the level of social satisfaction of citizens. Finally, because in the case of cultural and historical tourism, urban centers are the vehicle of attractiveness, it indirectly influences the tendencies of economic and political emancipation and an increase in the sense of a separate local identity of their inhabitants.

Given the link between countries' international position and their commitment to creating a positive message in terms of historical and cultural potential in tourism, it should be noted that European organizations encourage the countries of the region to develop a constructive policy on cultural heritage [22]. The policy of cultural heritage is in line with the trends of international integration, it is also clearly present in the policies of nation states [23]. The Council of Europe sees the European cultural heritage as an element in strengthening the European identity of the Member States, starting with the Faro Convention [24], and the European Union has declared 2018 the year of European cultural heritage [25]. The

European Union encourages Member States to selectively combine elements of historical tradition with the principle of cultural pluralism. Not surprisingly, many countries with an imperial tradition cultivate references to their superpower past in cultural heritage policy and cultural diplomacy. Few, however, decide to cooperate in building elements of tourism policy, referring to the imperial past. It seems that for the EU member states belonging to the Habsburg Empire and for some of their neighbors the road in this direction could be a project of cross-border tourist routes in the footsteps of Emperor Joseph II. In this way, the travel routes of Joseph II within the borders of the Habsburg Empire were identified, and an attempt was made to classify his travels by arranging them in a tabular manner.

The Habsburg Empire collapsed in 1918 as a result of the defeat of the alliance of the central powers. Austria-Hungary broke up into several nation states. They can be divided into succession states: Austria and Hungary, i.e. those with which peace treaties were signed on behalf of the victorious Entente alliance and which most strongly referred to the imperial heritage, and new states, i.e. those that had never existed earlier or recreated maps of Europe in changed borders after many centuries of sovereignty. The latter included: Yugoslavia (SHS), Romania, Czechoslovakia and Poland [26]. Interestingly, in the interwar period, these countries formed various types of regional groupings, which, apart from political goals, were also to implement multilateral cooperation in the tourism sector. They were the Little Entente and the Balkan Entente [27]. When the collapse of the communist bloc in Central Europe and the Balkans began in 1989, there was reluctance to return to the cultural and historical traditions of the Habsburg Empire, differentiating the policy of cultural heritage of the former Habsburg Empire depending on the minority policy. Tourism policy, including historical tourism, has been adapted to both policies as a derivative factor.

In order to understand the mechanism of choosing Joseph II Habsburg as a representative of the general trend of travels of representatives of the dynasty in 18th-century Europe, it is necessary to analyze the figure of this ruler. The short period of the reign of Joseph II Habsburg (1780–1790) abounded in numerous reforms in all areas of social life, economy and customs of the inhabitants of the Habsburg Empire, multi-ethnic and multi-ethnic for the order. multicultural [28, 29]. The aforementioned reforms were to lead to the unification of the state, centralization of power and socio-economic modernization following the example of the Western European experiences of enlightened absolutism [30, 31]. Preparing reforms required knowledge of how to modernize countries based on experience. Hence the numerous trips of the emperor to the Netherlands, Switzerland, France, Italy and Russia, which are not included in this article, although they can certainly provide a background for historical tourism and heritage tourism. This article focuses on his travels through the Habsburg Empire, which were diagnosed as a source of knowledge and inspiration for reform efforts [32]. Introducing reforms required a huge contribution of the emperor's personal work, who also undertook very intensive control and inspection activities. The next group were aid and intervention trips, which were a response to crises and natural disasters in various parts of a multiethnic and multicultural state [33].

The below list shows the phases of Joseph II's journey, which is the result of two periods of his reign. In the years 1765–1780 he shared power with his mother, Empress Maria Theresa, and the routes, frequency and length of the journey were subject to her consent. During this period, the young emperor became acquainted with the historical, cultural, religious and ethnic diversity of the empire, voluntarily learning through imitation the burden of life of representatives of the lower social classes. Contact with the poor and aggrieved population earned him the name of "folk" or "peasant emperor" [29]. In the years 1780–1790, after the death of his mother, he rather made inspection trips in order to supervise his reforms, and the number of emperor's trips decreased.

Table 1. Chronology, scope and purpose Joseph II's selected travels through the lands of the Habsburg Empire in 1766-1786

Year	Travel itinerary	Travel stages	Travel motivation
1766	Styria, Bohemia, Moravia	Königgrätz ⇒ Jozefstadt ⇒ Spielberg bei Knittelfeld	Diagnosis of the condition of military fortifications and the living conditions of the local population
1768	Hungary, Turkish-Austrian borderland, Banat	Pest ⇒ Szeged ⇒ Arad ⇒ Temeswar ⇒ along the Turkish-Austrian border ⇒ Zemun (Semlin - present day Serbia) ⇒ Pest ⇒ Buda	Expanding knowledge about the cultural diversity and social problems of the visited regions
1770	Hungary, Banat, Slovakia, Transcarpathian Ukraine	Keszthely on Lake Balaton ⇒ Timisoara ⇒ Arad ⇒ Szeged ⇒ Buda ⇒ Mukachevo (Zakarpattia Ukraine) ⇒ Spiš ⇒ Košice	Diagnosis of cultural and ethnic diversity in the visited regions. A deeper understanding of the specificity of life of the lower social classes
1771	Bohemia, Moravia, Austria	Opava ⇒ Brno ⇒ Litoměřice ⇒ Pilsno ⇒ Prague ⇒ Linz ⇒ Vienna	Diagnosis of the living conditions of the local population
1773	Hungary, Galicia, Transylvania	Buda, Pest ⇒ Szeged ⇒ Arad ⇒ Timisoara ⇒ Semlin ⇒ Mehadia ⇒ Oltenia' region ⇒ Cluj-Napoca ⇒ Munkács ⇒ Körösmező (Jasinia in Transcarpathia Ukraine) ⇒ Kosice ⇒ Lviv ⇒ Brody ⇒ Zamosc ⇒ Vienna	Comparison of the administrative and social realities of Transylvania and Galicia - annexed to the Habsburg Empire under the First Partition of Poland and inspection of military garrisons
1775	Styria, Croatia, Slovenia	Graz ⇒ Ptuj ⇒ Zagreb ⇒ Karlovac ⇒ Senj (Zengg) ⇒ Trieste	The domestic part of the foreign trip to the Apennine Peninsula (visit to the southern border fortifications of the Habsburg Empire)
1777	Slovenia, Lower Austria	Vienna ⇒ Ptuj ⇒ Pest ⇒ Hlubetin ⇒ Turas	Inspection trip
1779	Upper Austria - Innviertel	Linz ⇒ Wels ⇒ Lambach ⇒ waterfall Traunfall ⇒ Perwang am Grabensee ⇒ Haunsberg, ⇒ along the course of the rivers Salzach and Inn ⇒ Hagenau, Muhlheim am Inn ⇒ Kirchdorf am Inn ⇒ Obernberg ⇒ Reichersberg ⇒ Schärding ⇒ Passau	A journey to explore the Innviertel area newly attached to the Habsburg Empire
1786	Styria, Hungary, Transylvania, Galicia, Bohemia, Austria	Graz ⇒ Zagreb ⇒ Karlsberg ⇒ Slavonia ⇒ Sibiu Brno ⇒ Turas ⇒ Budejovice ⇒ Kaplitz ⇒ Linz	Inspection trip to prepare the Habsburg Empire for war with Turkey

Source: own study.

It is difficult to say unequivocally which of the journeys was the most important, but it is worthwhile, when trying to separate one or several tourist routes in the footsteps of Joseph II, to refer to the goals of the journey he set for himself. Below are two suggested routes in the footsteps of Joseph II. The first one is addressed to lovers of military architecture and is based on a list of fortresses that were erected or modernized on the emperor's orders as a consequence of his journey through the empire. The second presents the figure of Joseph II as a democrat and guardian of the oppressed and is addressed to lovers of interesting facts related to his personality. In both cases, the distance between the individual towns was estimated on the basis of internet-based navigation systems, and each route contains a town.

1. TRAIL IN THE FOOTSTEPS OF JOSEPH II'S MILITARY JOURNEYS - REFERS TO THE EMPEROR'S JOURNEYS MOTIVATED BY DEFENSE REASONS OR PARTICIPATION IN THE WAR

Day I: Czech Republic (approx. 200 km)

Terezin (a fortress built in the 1880s and named after the Emperor's mother, Maria Theresa) - Prague with a tour of the Hradčany fortifications - Hradec Kralove - Jaroměř with the Josefov fortress (both fortresses were built in the 1880s as a result of the Emperor's travels in 1766)

Day II: the Czech Republic–Austria–Slovenia (approx. 300 km)

Vienna–Graz–Ptuj (Ptuj – a fortified fortress one of the few guarding the southern border of the Habsburg Empire)

Day III: Slovenia–Croatia (approx. 255 km)

Ptuj – Zagreb (city fortifications from the period) – Senj (fortress Nehaj) – fortresses visited by Joseph II in 1775

Day IV: Serbia–Romania (approx. 310 km)

Zemun (now a district of Belgrade – in the 18th century a key Habsburg fortress on the Serbian border) – Mehadia (the most important Habsburg fortress in the Otenia region – part of West Banat, one of the most important places of Austrian defense during the war with Turkey in 1788 – the place of stay of Joseph II as a leader army) – Karansebes (site of the compromising defeat of the Habsburg army in 1788)

2. TRAIL IN THE FOOTSTEPS OF THE "PEOPLE'S EMPEROR" – REFERS TO THE PERSONAL MYTH OF THE EMPEROR AS A DEFENDER AND PROTECTOR OF THE RURAL POPULATION

One Day: Austria – the Czech Republic (approx. 370 km)

Lake Taunsee (Upper Austria), where during his journey through the Innviertel region attached to the empire in 1779, he sailed across the lake by boat and then tried to learn to work as a rafter to evaluate the effort of this profession.

Brno – a castle where, during an inspection trip to Bohemia and Moravia in July 1766, the emperor ordered him to be imprisoned in stocks in order to experience the severity of this punishment, commonly used against rebellious peasants in response to hunger and oppression of the local administration.

Slavikovice – a village near Brno, where in August 1769 the emperor tried to plow a field with a wooden plow to learn about the laborious work of a Czech-Moravian peasant.

CONCLUSION

The research shows that the interest in a historical figure as mobile as Joseph II proves his uniqueness compared to other traveling rulers of the 18th century. It can be said that he spent over two years of rule traveling, and his great mobility can be easily compared to the mobility of modern tourists, travelers or businessmen. Joseph II, ahead of his time, is an inspiration for heritage tourism advocates who would like to compare the historical, cultural and ethnic diversity of the countries of the former Habsburg Empire for themselves.

The figure of the emperor is a source of numerous anecdotes, many of which refer to his travels. The three examples given above can become a source of tourist attractions that exemplify his personality traits. These events can inspire local tour operators to recreate the scenery and related infrastructure for the needs of potential tourists. This, in turn, could be a step towards organizing events that replicate anecdotal episodes in the Emperor's life and the active participation of interested guests. This is low-cost and requires little security for participants. In addition, the implementation of such an idea generates a possibility of its promotion within social networks in the space of the global Internet, assuming that the identification infrastructure of the route proposed in this article would be created (starting with graphic symbols, by sharing the narrative about the journey of Joseph II).

Unfortunately, the return to the concept of the common historical imperial heritage of the Habsburgs not only does not find understanding, but meets the silent resistance of political

elites (local and central) in the Czech Republic, Slovakia, Hungary, Romania, Slovenia, Croatia and Bosnia and Herzegovina. There is no attempt at a positive interpretation of the imperial past, and the selected places of stay of Joseph II mentioned in this analysis are presented as an illustration of anecdotal events in the life of the emperor. However, these anecdotes also offer a considerable opportunity to create a peculiar trail of places where Joseph II, certainly an individualist and a liberal (values close to modern human rights), overcame social stereotypes appropriate to his era or the social class from which he came.

The idea of the "tourist route in the footsteps of Joseph II" would be an opportunity for local investments in the places visited by the emperor. This could increase the level of tourist attractiveness of each of them, as building routes in the footsteps of historical figures is part of the European cultural heritage promoted by the EU and other international organizations. Based on the analysis of historical literature, it can also be emphasized that the figure of Joseph II as the ruler of the Habsburg Empire is favorably received by his contemporaries and enjoys a very good opinion of the inhabitants, especially in the Czech Republic, Serbia, Croatia and Romania. This popularity may encourage local authorities to strengthen ties between tourist destinations on potential tourist routes in the footsteps of Joseph II by creating a network of twin towns that can refer not only to the imperial past, but also to today's European integration.

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