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"Nationalized Nature on Picture Postcards: Subtexts of Tourism from an Environmental Perspective"

Winiwarter, Verena

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This paper uses postcards from several European countries to discuss national natures in comparison. The development of statements about national natures over time is interesting, as picture postcards echo environmental values in different countries. The paper employs picture postcards to show how the environment was and is constructed for tourist use and for purposes of national interest. Postcards transmit environmental values. Since these are also national values, looking at cards reveals what may be a hidden agenda of difference within a politically, but not culturally, unified Europe. (Text adapted from the author’s abstract .)

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