

The background is a solid blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. At the very top, there are several thin, wavy lines in various shades of blue and cyan, creating a sense of movement and depth.

Bournemouth

International centre



Russell-Cotes Art Gallery



Pier



Bournemouth parks and gardens



Bournemouth beach



BOURNEMOUTH – HISTORY OF TOURISM

Originally Bournemouth was a tiny settlement on the edge of the river Bourne in Hampshire. The original mouth of the Bourne started where the pier now is and was known as 'Bourne Mouth'. The area consisted of common land mainly used for the grazing of animals and with its long coastline and many chines it made it a perfect area for smugglers. In the early 1800s the land was bought by a series of landowners who started to developing the area. Two semi-detached cottages were converted into a hotel. The Bath Hotel was built in 1838 and the Belle Vue Boarding House a year later.

Bournemouth gained a reputation for its healthy climate and warm winters, which encouraged visitors to come in the summer to 'sea-bathe' and enjoy the quiet and underdeveloped landscape. Bournemouth began to develop a reputation as a winter resort for affluent invalids and in particular people with a respiratory disease. This meant new accommodation was needed to house the visitors.

Promenades along the cliffs and walks amongst the pines were the main attractions. Health meant wealth for the new town as it promoted health tourism. The way in which the town advertised itself was definitely to the people with money. This made it a superior resort, unlike many other resorts. In the 1871 Guide to Bournemouth it was written "Bournemouth is a name now familiar to everyone moving in the best circles of society as that of a resort not only ranked with the most fashionable watering-places, its reputation as a winter residence and fashionable water place was established and rapidly advancing". Many aristocrats and well known people of the time visited Bournemouth and praised the town to their friends etc. this encouraged even more visitors. The Prince of Wales built the Red House for Lillie Langtree which must have given the town a big visitor boost.

The first pier was a wooden jetty and erected around 1856. Unfortunately this was partially swept away and eventually a new iron pier replacing the old jetty, costing £2600, was opened by the Lord Mayor of London in 1880. This pier was used by steamers bringing many visitors from other resorts. Railways changed

the class structure of the English seaside resort as it enabled people to travel further, faster and cheaper. It took a period of 40 years for the line to arrive in Bournemouth from Waterloo in 1888. Middleclass tourists started to arrive in the summertime. Bournemouth became a two season resort catering for affluent visitors and invalids in the winter and holidaymakers in the summer. Private homes were turned into hotels or boarding houses. Tourists were encouraged to take excursions into the surrounding countryside and towns. A 1912 guide promotes excursions which could be made by carriage, coach or char-a-banc to many delightful places including the New Forest, Christchurch, Corfe Castle and Salisbury and Milford on sea, Hengistbury Head, Southbourne, Pokesstone, Boscombe and Westbourne.

People continued to visit Bournemouth during the First World War although the attention of the authorities concentrated on the number of wounded and convalescent soldiers that came to the town.

The Pleasure Gardens are still an important landmark and the Central Gardens contain the town's impressive war memorial guarded by two stone lions. The War Memorial was installed in 1921 when the Borough Council moved to the adjacent Mont Dore Hotel which it still occupies, The Mont Dore Hotel was used during the WW1 as a Hospital/Sanitorium. Wartime (WW2) brought another sort of visitor as troops were based in the town especially during the 1940s when very large numbers of American soldiers were billeted in local hotels just before D Day.

The opening of the **Bournemouth International Centre in 1984** ensured the town could benefit from the conference trade but most visitors still come for the sea, sun and beaches. The 20th century saw the town established as one of England's premier seaside resorts. Many of the features we associate with a trip to the seaside were established at the beginning of the century as better trains, greater choice of accommodation and the ability to spend time together on the beach, thus encouraging families to develop the annual seaside holiday habit. Swimming had finally replaced the therapeutic dipping and bathing rituals of the previous century. One of the remaining limits to family holidays was to remove the regulation against mixed bathing.

In 2009 visitors were recommended six different activities:

- Visit the **Russell-Cotes art gallery and museum**. A hilltop museum dating from 1932, which was given lock stock and barrel by the owners to the town for art. This now houses a marvellous collection of art work and sculpture including much from well-known local artists
- Do the **pier to pier walk**
- Whatever the season enjoy an expert guided walk through **Bournemouth's many parks and gardens**
- Enjoy high tea the ultimate British tradition
- Hire a beach hut (another great British tradition)
- **get into the water**