

Abstract

This bachelor's thesis deals with foreign tourism as a significant phenomenon of the Francoist regime. Despite its changing role throughout the regime, particularly manifested by a change of its propagandistic utilization in the early years towards the public diplomacy, tourism can be considered the most important instrument of soft power. It has been crucial not only for the economic development, but especially for the opening of Francoist Spain. Because of the interdisciplinary nature of tourism as such, this case study deals with a wide range of internal and international areas of economic, political and socio-cultural character, which had to be directly addressed by the tourism policies. The aim of this thesis is to study the impacts of foreign tourism and its state cultivation on the changes of the international status of Spain during the Francoist era. Its main focus will therefore be analysis of the development of tourism policies, linked to the concepts of visual promotion and structure of foreign tourists during this period. The study therefore concludes that the successful and extensive cultivation of foreign tourism, unique to the Franco regime, had significant impacts on legitimacy of the dictatorship in an international context. Foreign tourism has thus extensively contributed to the spread of Spanish national brand, the end of isolation and subsequent international acceptance, which was reflected not only in the increasing number of incoming tourists but also in the institutional and economic integration of Spain in the Western structures.