

“AGAINST THE GERMANS AND THEIR SPAS”.  
LUHAČOVICE IN THE DISCOURSE OF THE CZECH  
NATIONAL MOVEMENT

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In 1901, a Czech stock company bought the Moravian spa resort, Luhačovice. The Czech press keenly reported on the subsequent changes applied to the architectural design of the resort and frequently labelled it a “national spa” using images and arguments widely known since the national movement had emerged. The press constructed an antagonistic relationship between Luhačovice and the Bohemian spa triangle, which was regarded as “German”. It praised the Moravian town not only as a retreat for ethnic Czech people, but also as a meeting place for artists and as more conducive to one’s health, quieter and more affordable than Karlsbad and Marienbad. The press coverage is an outstanding example of a nationalistic way of discourse. This approach is analyzed by the author using Beatrice Dernbach’s agenda model and also the concept of “imagined territories”. Everyday life in Luhačovice however, with its almost complete lack of tensions between Czechs and Germans, was not well reflected in the scenarios drawn up by the press.