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*The language of literary tourism and the  
promotion of 'literary' places:  
The special case of Sherlock Holmes*

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## Table of contents

<b>Introduction.....</b>	<b>1</b>
<b>Chapter 1: Literary tourism and its language.....</b>	<b>3</b>
1.1 Literary tourism.....	3
1.2 The use of language in literary tourism.....	5
1.3 Developments in the language of tourism.....	7
1.4 The evolution of literary tourism.....	8
<b>Chapter 2: Life and origin of Sherlock Holmes.....</b>	<b>13</b>
2.1 The author: Arthur Conan Doyle.....	13
2.2 Arthur Conan Doyle's works (novels and short stories chosen).....	15
2.3 The characters (Sherlock Holmes and John Watson).....	17
2.4 The actors, films and series (the top 3 Sherlock Holmes portrayals: Basil Rathbone (1939, 1942-1946), Jeremy Brett (1984-1988, 1991-1994) and Benedict Cumberbatch (2010-continuing)).....	20
<b>Chapter 3: Literary tourism and Sherlock Holmes.....</b>	<b>23</b>
3.1 The Sherlock Holmes museums around the world: .....	23
3.1.1 The museum in Lucens.....	23
3.1.2 The museum in Minnesota.....	25
3.1.3 The museum in Meiringen.....	26
3.1.4 The museum in London.....	27
3.2 The Sherlock Holmes Museum in London and the surrounding area: .....	27

3.2.1 The website of the London Museum.....	28
3.2.2 Analysis of a Brochure about the Sherlock Holmes Museum in London.....	34
3.2.3 The TV series about Sherlock Holmes.....	37
3.3. Other places where the detective is celebrated.....	38
3.4 Some final considerations.....	39
<b>Conclusions.....</b>	<b>41</b>
<b>Summary.....</b>	<b>45</b>
<b>Primary sources.....</b>	<b>49</b>
<b>References.....</b>	<b>50</b>
<b>Sitography.....</b>	<b>55</b>

## **Introduction**

A book can be for many a mysterious and special piece of art. This is the case for me, too. A book can be a teacher who shares his/her knowledge, a friend to spend some time with, a mate with whom one can live an incredible adventure, a guide through a foreign land and much more. Many people enjoy the world of literature for many reasons, including the fact that it gives them the opportunity to be whoever they want to be or live in a world where the impossible becomes possible. Just imagining this world might not be enough sometimes, so many try to get closer to it by visiting the places that inspired the authors, for example the places where the authors were born, lived or died. Sometimes these include the places where the authors travelled to, which might have given them the inspiration they needed. Others prefer to visit the places mentioned in the books, which give them the impression to be following in the footsteps of their favourite characters and experience their adventures.

What is known as literary tourism originated from such literary experiences. Literary tourism has a long tradition, even though nowadays it is different from what it used to be, because literary characters evolve over time and go through many adaptations by different authors from their original ones and different media channels creating more tourism with distinctive nuances. Therefore, many places become 'literary', which happens all around the world.

There are special and particular cases among them which are the perfect combination of fiction and reality. Two among the most famous literary works are "Romeo and Juliet" by William Shakespeare and the stories about Sherlock Holmes written by Arthur Conan Doyle. The sites in which these works are set have become unique. They both originate from real places which became the setting of stories, thus creating a right balance between these two different worlds. Even though they are partly based on actual facts and/or characters, they are not the exact mirror of the real world.

In this dissertation, I will explore the literary tourism revolving around Sherlock Holmes, the protagonist of many novels by Arthur Conan Doyle. The reason why I have decided to carry out such a study is because novels are my passion and I see their language as the key to enter their world. This is why I believe it is important to become knowledgeable about their language, which some people often take for granted or

underestimate. In particular, I decided to investigate one of my favourite genres, mystery fiction and one character that almost everyone knows something about: Sherlock Holmes. He is not only one of the most important literary characters, but he also gave birth to a special case of 'literary' tourism. Basically, I have put together two aspects I really like and am interested in, in order to gain a better understanding of the literary world.

Chapter 1 reviews the background of literary tourism and the different kinds of genres met with their relative language. Reference is mainly made to studies of the language of tourism, for example, "Sun, Sea, Sex and the Unspoilt Countryside" by Cappelli, and "Literature and Tourism: Essays in the Reading and Writing of Tourism" by Andersen and Robinson.

Chapter 2 presents the specific case of Arthur Conan Doyle's works, especially the ones involving Holmes. The analysis regards the development of the two main characters, Sherlock Holmes and Dr John Watson, with their most famous counterparts in the TV series. The primary sources in this chapter are mostly taken by Sir Conan Doyle's works, in particular "A Study in Scarlet", "The Sign of Four", "A Scandal in Bohemia", "The Five Orange Pips", "The Musgrave Ritual", "The Hound of the Baskerville", and "The Adventure of Mazarin Stone".

Chapter 3 discusses the results of the analysis of the four Sherlock Holmes Museums around the world, viz. one in England, two of them in Switzerland and one in Minnesota. The Sherlock Holmes Museum in London and its surrounding area is the main object of this analysis, which concerns its website and its leaflet and is followed by a comparison with the one present in the TV series "Sherlock". Then, it mentions other places where the detective is celebrated, such as Japan and the USA and it ends with some final considerations.

## **CHAPTER 1: Literary tourism and its language**

The word *tourism* denotes a series of activities, services and industries involved in travelling like transportation, accommodations, shops and other facilities. It consists in the relationships and the interactions created among the people who worked in this field (Brent Ritchie and Goeldner 1984: 4). Usually, the reasons to leave one's home and go somewhere else are many, in fact they span from business to pleasure, and this becomes clear if we look at the history of tourism.

In ancient times, populations such as the Greeks and the Romans used to visit other places with the aim of trading with other people. On the other hand, in the Middle Ages they started to visit different locations for religious reasons with pilgrimages. One of the best known of these pilgrimages is narrated in "The Canterbury Tales" written by Geoffrey Chaucer and talks about Englishmen pilgrims in a journey to reach Canterbury from London. Later on, people started to travel to improve their health during the Renaissance. However, the turning point for tourism took place in the eighteenth century with the Grand Tour. This consisted in a visit to the most important cultural centres in Europe, which the upper-class men managed to do. This is exactly when tourism started to take on a more cultural slant. Another important step is the Industrial Revolution, because at that time travelling became easier and faster and it turned into an activity not just for the wealthy people but also for middle-classes people (Bernardi Fici and Brownlees 2005: 7). The nineteenth century is also the time when literary tourism was born.

### **1.1 Literary tourism**

Literary tourism is a term coined by Robinson and Andersen (2002) who define it as "the tri-partite relationship between authors, their writings, and the concepts of place/landscapes" (Andersen and Robinson 2002: 3). Literary tourism is often related to the house(s) where a given author lived. According to Harald Hendrix (2007), these houses can be divided in two main categories. To the first category belong houses which are related to the author and his/her real life, while among the second category we find houses mentioned in the authors' works. These places have become popular after his/her death (Watson 2009: 7-8).

Another definition Andersen and Robinson (2002) give of literary tourism is:

“But only with literature are we able to say that the art work itself can lead us on actual journeys to real places, as we engage in aesthetic cultural tourism based on wonderful, hazy, imprecise world of fact and fiction we inhabit.”

(Andersen and Robinson 2002: XIV)

Literary tourism belongs to a wider domain of tourism called “cultural tourism”. It probably started back in Roman times, but only recently did it obtain its own definition by The World Tourism Organization (WTO):

“[...] movements of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel or study nature, folklore or art, and pilgrimages.”

(Francesconi 2006: 36)

Cultural tourism concerns a variety of disciplines including literature. It can be said therefore that literary tourism is a part of literature in a way.

Literary tourism consists in visiting places related to literary authors and their works. It has specific characteristics and a specific language. Therefore, a major role is played by how this particular kind of tourism developed. Literary tourism originates from literary works and each and every sentence affects and influences how people see places based on their descriptions and/or images or videos depicting them. From time to time, in literary tourism messages and images cannot be even separated like in postcards. Language is however important in tourism not only for its forms (e.g., choices of tenses, person, number and voice) but also for its purposes and functions. All of this is a part of tourism discourse, which is characterised by its features, rules and norms (Cappelli 2006: 14-15). Sociologist Graham Dann introduced a recent and new model of classification of tourism in three stages: pre-trip, on-trip and post-trip (Francesconi 2014: 22).

Dann (1996, in Francesconi and Palusci 2006: 68) also states that there are four macro-models for the promotion of tourism:



1. the language of authentication sets the chaotic life in the city against a more peaceful landscape;
2. the language of differentiation underlines the differences between the stress of everyday and the freedom of being in vacation;
3. the language of recreation highlights the airiness, the fun and the pleasure of the touristic dimension;
4. the language of appropriation tends to use oversimplification and stereotyping to understand what it is not known in a place.

Another important factor is the so called “tourist gaze”, a theory explained by sociologist John Urry. According to this view, the local populations mirror the expectations of the tourists and the cultural and racial stereotypes in order to gain more financial incomes. Language is a crucial part of this process and helps to shape the vision that tourists have of a given place (Cappelli 2006: 9). The so called “push” and “pull” factors have a part in the tourism phenomenon, although they are terms usually referred to the causes of migrations. Push factors are the conditions that cause people to go somewhere - such as poverty, war or unemployment -, while the pull factors attract them to a given place. These factors include wealth, better services or political stability (Cappelli 2006: 332).<sup>1</sup>

## **1.2 The use of language in literary tourism**

Language is vital and essential to the success or failure of tourist places. After all, “tourism is grounded in discourse”, as Dann (1996) claims. He believes that tourism possesses its own discourse and it is also at the basis of the tourist process because this language in its different forms is the main source and mean to turn potential clients into actual ones making them tourists (Cappelli 2006: 16).

Discourse is a complex term on which linguists have not reached a universal agreement. There are a few things that can be said about it such as that it has many meanings and it refers to different kinds of activities. In the case of tourism, the analysis of discourse refers to the study of the language of tourism and its different forms, types and genres. For example, many studies have focused on the features of - guidebooks,

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<sup>1</sup><https://www.bbc.co.uk/bitesize/guides/z8x6wxs/revision/2> (last visited on 03/05/2022)

advertisement, informative websites, travel articles, brochures and blogs -. It is considered specialized discourse, because it contains specific terms, distinctive expressions and other features due to its professional aims. It has a regular structure and includes given elements (Cappelli 2006: 13; Francesconi 2014: 11).

There are many typologies of tourism and each type of tourism needs its specific ways to persuade the tourists in the most appealing way. The language of tourism is characterised by some common features such as the rise of empathy to involve the audience more and the rich positive terms and qualities expressed in all genres to lure the clients (Cappelli 2006: 16 and 65; Francesconi 2014:12). Additionally, another important characteristic is shared by all kinds of tourism: it is meant to promote and at the same time to inform tourists about touristic places (Francesconi 2014: 24).

Recently tourism has changed because of the wide world spreading use of the Internet. Also, its promotion has changed, introducing new genres (e.g., blogs, newsletters, forums, chat rooms and emails) and new informal registers related to tourism which has been called “Web Style”. This style is related to the overall use of English and is an important one for linguists, as English is turned into the most used languages online and one of the most spoken languages in the world (Cappelli 2006: 117-118). It is indeed the second most spoken language because of its historical, cultural and economic growth over the years. Even if the means are different, they still maintain common aspects such as the rich use of adjectives, language euphoria (with emphatic effects), ego-targeting (addressing directly the audience), a good use of keywords and collocations to give off the right vibe of a place to make it more appealing (Cappelli 2006: 63-64). Another important resource is Keying (Cohen 1985:16), which consists in the use of specific language to show off a target destination or attraction through keywords and particular effects so that they are seen as if they were authentic (Cappelli 2006: 331).

In websites, keywords and phrases are more abundant and must clear, short, current, informative and rich in synonyms making them more effective but at the same time often redundant. In many contexts a distinctive feature is conciseness, a term introduced by Gotti (2006) which refers to a series of processes that allow one to express the concepts in the shortest ways possible. Unfortunately, though, transparency is lost in this way. Some techniques used in this are blending, the use of acronyms, abbreviations, reductions, affixation, pre-modification of nouns, nominal adjectivation, metaphorisation

and the use of hyphen (Cappelli 2006: 63-64, 135-136). Over time, Internet has turned into a fundamental tool to not only to promote tourism but also to make it more accessible to everyone.

The language of tourism is creative and varied, in fact it has given birth to new words like *tour operator* or *package holidays* only applicable to this field. Besides, there is “catachresis”, a process that indicates giving new senses to pre-existing words. Sometimes the language of tourism borrows words from similar semantic fields such as economics, geography, history, art, cuisine, craftsmanship and transport. Indeed, when a place is promoted, it includes other attractions around, maps, events, useful contacts, accommodation, services and their prices. Usually, specialized languages do not use emphatic words, their tone is neutral and the purpose is informative, while the language of tourism does not aim just to inform people, but also to persuade them with words fulfilled of emotions (Cappelli 2006: 94 and 118; Bernardi and Brownlees 2005: 200; Gotti 2006: 15-34).

### **1.3 Developments in the language of tourism**

Although a large number of paper-based and online materials share the features described above, others have different ones. These are reviews, reports, travelogues, feedback and comments, usually present in websites, but rarely in guidebooks and similar text types. Therefore, it is possible to find specific forums and communities about travel, where people can discuss their tourist experiences, express their opinions and give advices to others. In these cases, the language tends to be more informal and can be seen as an instance of “oralization”, a recent phenomenon widespread among Internet users which consists in using features of spoken language in written texts (Cappelli 2006: 293-294).

Travel articles are considered a means to promote and advertise tourism and there exist many forms of them. Furthermore, they can be formal or informal and more or less objective depending on where they are to be published or who writes them. For example, freelance journalists use a trip report style to give a sense of authenticity. Even though the genre changes, some common elements with the previous types can still be found. In fact, the language used in these cases is similar and the purpose is the same (Cappelli 2006: 143-190). Because of all of this, it is possible to talk about an “English tourism discourse across the genres” (Gotti 2006: 15-34).

Guidebooks are a special case of tourism genre because, as they are considered as more like reference material than promotional material. They do not aim to advertise tourism and are used to get more information about the culture, geography, history and art of a given area. They provide maps of places, indications as to how to reach them, describe the closest interesting things to see or to do around, give recommendations as to restaurants and hotels. They also provide contact details and where it is possible to do the postage and to exchange currency. In guidebooks practical information can be displayed in different kinds of texts, registers and styles which reveal cross-cultural differences. Guidebooks are used after the tourists choose a destination or even when they have already reached the target place, giving them a more informative role than a promotional one. However, they can still play a minor promotional role. Despite this, they share a common feature with the other materials, as they all are written with an intended public in mind (Cappelli 2006: 191-244).

Travelogue – or travel blogs - are electronic journals written during the on-trip stage and are shared online. Trip reports describe the events from the point of view of the writer and reviews provide a critical evaluation of the whole travelling experience. The main difference among these three is that the travelogue is written day by day, while the others when the trip is finished. It is also important to consider that travelogues and trip reports are not necessarily meant to be read like reviews. All types have not a specific sender in mind, while they are written, so they just bear witness of their travelling experience turning them indirectly into promotional materials for tourism. They are all written from the point of view of the tourist, who is not a professional writer. They share the first-person narrator, a subjective tone and descriptive passages, usually with positive comments even if negative feedback can be present. They are not softened like the others genres written by professionals. Besides the verbs of these kinds are mostly conjugated in the present, which can indicate real or historical present. They can also be written in the past tense (Cappelli 2006: 245-311).

#### **1.4 The evolution of literary tourism**

After the above general overview of all genres and their language in tourism, this Section focuses more specifically on literary tourism and its evolution. Modern literary tourism originated in the nineteenth century. That is recent, yet it is not necessarily new, because

the Grand Tour is considered to a certain extent like literary tourism. In fact, among the visited sites there used to be Francesco Petrarca's house. New genres have become specific of literary tourism such as John Murray's literary guidebook, literary maps, topographical engravings, the books of practical literary walking and cycling tours. Over time, in many places in Great Britain memorials and blue plaques have been placed in literature-relevant spots with official ceremonies, in order to honour the authors and their characters. Literature used to be considered as an elitist activity, because many people were not knowledgeable about literature. By contrast, tourism should not be elitist, and it is up to the mass to make it unrefined. This contrast is the main reason that made literary tourism not well received back then, but recently the situation has changed, nowadays are seen as prideful signs for locals and an important part of national identity (Watson 2009: 1-11).

The situation in Great Britain is particularly remarkable and is characterised by the rise of literary tourism and its success. It is related to practices that took place in ancient times and explored connections with the dead ones or simply paid respect to them. At the beginning, literary tourism referred to the places where a given author was born, lived, worked and died, but over time the term took on a wider meaning including the locations where their works took place or inspired them. One of the most remarkable examples of this is Petrarca who was both a literary pilgrim himself and a reference for literary tourists. In fact, the places where he lived (e.g., Arquà and Avignon) are considered the oldest literary existing museums. When it started, it was believed that it was just done by a few elected people and a sophisticated phenomenon, but over time it became more mass oriented, which turned it into a tourist attraction instead of a 'literary' sanctuary (Hendrix 2009: 13-24 and 29). This is the main reason that made these travels called literary pilgrimages more than once. Mostly they were fellow writers and followed the literary footsteps of their predecessors. They paid them respect, so that they could share an intimate conversation with their dead literary ancestors going through the places where the authors lived and worked (Stiebel 2009: 211). The connection between the 'literary' places and the visitors brought about the phenomenon called ghosting, meaning that in these places the presence of the authors or their character are perceived as ghosts. It is possible to feel it in the particular case with Grasmere of Wordsworths' house, where

the Dove Cottage was turned into a museum and the ‘ghosts’ of their inhabitants somehow haunt the house as if they were there (Atkin 2009: 84-94).

Unfortunately, the success of literary tourism can cause some troubles because visitors might want to mark their presence in these places on the walls or on the furniture. The owners of literary houses decided to start a new habit and created a visitors’ book where visitors could sign their names, an alternative and an acceptable way to leave their tracks. The first visitors’ book was set up in Hucknall-Torkard church close to Byron’s grave (Hendrix 2009: 13-24 and 29).

The graves of literary authors are considered more important than others in some cases because the remains of the poet can be found there to offer to the visitors a more direct and authentic connection with him/her. This kind of visit is a specific part of literary tourism which is called grave-tourism (Matthews 2009: 26-28). One of the best known and visited place is the birthplace and the grave of Robert Burns, a Scottish poet. Thanks to the “Land of Burns”, a series of over 30 engravings showing places related to the poet made by David Octavius Hill, it is possible to track his work (Wilson-Costa 2009: 37-40).

Literary tourism of English sites started to spread to continental Europe. Among these visitors there was De La Madelaine, the first French literary tourist who in the second half of the XIX century encouraged people to go to foreign lands for personal enrichment and a better understanding of the works coming from outside (Wilson-Costa 2009: 45 - 46). Another decisive factor for the rising of literary tourism was the biography of the authors that sometimes included a guided tour of their houses. (North 2009: 49).

Many issues have been discussed about the role of ‘literary’ places over the years, but the main problem concerns the better alternative for the building between the “restoration” of the places (i.e., making it as it used to be back in the days when the author was there) and their “preservation” (i.e., leaving them as they are). Restoration was not valued by John Ruskin who considered it “the worst manner of Destruction”. He thus suggested a third option that consisted in keeping the building the way it is and replacing just the parts needed for it to still stand. This problem has been really exacerbating for Shakespeare’s birthplace in Stratford-upon-Avon, where in the end it was decided to make it more similar to a picture of his times (Thomas 2009: 74-76). In this case the term

musealisation can be quite suitable. It is firstly coined by Wolfgang Zacharias and indicates mainly the process of turning the important places related to famous people in museums, but also all its inventory in a very detailed and thorough way (Atkin 2009: 85).

In 1836, the “Hand-Book for travellers on the Continent” by John Murray was published. It is considered the first example of a modern guidebook. Not only did the author describe the places in a plain and objective way, but he also added quotes, in particular pieces of poetry, by famous authors giving them a more cultural and sentimental perception. Other writers tried to emulate his style for cultural and literary tourism, but none of them was able to reach the perfect balance between these two types of different discourses the way he did. For these reasons, some even considered his handbooks a hybrid genre, which selected very carefully what the tourists should see. The top among all the sites was the sights of falls, while the most quoted poet was Byron. An important feature of this genre is that it was oriented towards mass-tourism which started about in this period when the middle-class rose (Schaff 2009: 106-112).

In the last years of the nineteenth century, *the Bookman* started to be issued by William Robertson Nicoll. It was a British monthly magazine that promoted literary tourism. This magazine included news notes, the first bestseller list, information and advice about this field. It also aimed at women of letters and their works, but in some cases, they were even exploited through their ‘image’. This kind of magazine can be considered as the ancestor of ‘lifestyle’ ones and a form of advertisement of ‘literary’ places (Stetz 2009: 119-125).

In the recent years there has been a rise in the number of publications of all literary tourism genres such as memoirs, guidebooks, periodicals and maps (Corpron Parker 2009: 128). Also, the sale of all souvenirs related to authors became more numerous as well as that of their works such as portrayals, postcards, autographs and others relics (Corpron Parker 2009: 129). Another important habit, which is still fashionable today, is buying souvenirs, which makes the visitors feel like they grow a better connection with the authors or their characters, but at the same time it implies the reverse of it, that is marking their passage with the lack of something (Matthews 2009: 26-28).

London is very important in literary tourism, because it has been home to many authors and their works. It is even called literary London, because the city is filled with literary sites and anecdotes. This is the reason that makes it the perfect place for a new

kind of tourism and a new literary genre seems to emerge from it. Two publications stand out in particular: “London of Everyman”, written by William Kent and secondly “London Rambles ‘En Zig-Zag’ with Charles Dickens” by Robert Allbut. The first one includes maps related to the most famous British authors such as Shakespeare, Dickens and many others, while the second one was written later and is considered one of the first examples of writings for literary tourism. It taught how to ‘ramble’ in cities such as London or Paris and how to wander and get lost. Despite the fact that they are aimless explorations, it still allowed the tourists to know the writers and their characters (Watson 2009: 139-148).

A Breton proverb states that “seeing with one’s own eyes is better than reading a hundred books” (Wilson-Costa 2009: 46) and this is what makes literary tourism and tourism in general the greatest and the most successful industry all over the world and it is still constantly growing.

Another interesting and special case of literary tourism that can be found in London concerns the fictional character of Sherlock Holmes. Sherlock Holmes is a worldwide famous fictitious consulting detective created by Sir Arthur Conan Doyle. As will be seen in Chapter 2, its story is rather curious, as the address of the place where this literary character lived did not in fact exist until 1990, when thanks to the numerous letters that were sent to this address for the famous detective, a museum was created exactly there, which mirrors his house based on the indications provided in Conan Doyle’s books.



## CHAPTER 2: Life and origin of Sherlock Holmes

An important and probably not so well-known fact about Conan Doyle and Sherlock Holmes is that the author never got along well with this character, in fact he also considered the stories about the detective at best “commercial”. He wanted to be recognized for his serious works as “The White Company” (1891), a historical novel that he enjoyed the most writing, probably because the main characters mirrored his qualities of decency and honour.

Despite the fact that Sherlock Holmes is still his most known and successful character, he preferred writing works belonging to other genres, such as adventure, fantasy fiction or historical themed ones. One of these is “The Great Boer War” (1900), a nonfiction chronicle and masterpiece of military scholarship. This work along with his services during the war made him knighted Sir in 1902 (Wilson 2017).<sup>2</sup>

### 2.1 The author: Arthur Conan Doyle

Sir Arthur Ignatius Conan Doyle (22 May 1859, Edinburgh – 7 July 1930, Crowborough) was an author, a journalist and a doctor. It is still nowadays mostly known for the creation of the character Sherlock Holmes, but he also wrote other important literary works such as “The Lost World” (1912). Then he created other two important characters with their own stories: Professor Challenger and Brigadier Gerard in science and fantasy fiction. He was a prolific writer that produced and dealt with different genres. With Edgar Allan Poe, he is considered the founding father of two literary genres: fantasy and crime fiction. In particular Holmes’ stories belong to subgenre “giallo deduttivo” that implies a deductive reasoning in the solution of cases.<sup>3</sup> Edgar Allan Poe's detective C. Auguste Dupin can be considered as Holmes's fictional ancestor, even though Conan Doyle first developed the scientific side in detective fiction. Holmes was one of most popular characters in the English literature and a great consulting detective because he also represented the ideals

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<sup>2</sup> [http://www.bbc.co.uk/history/historic\\_figures/conan\\_sir\\_arthur\\_doyle.shtml](http://www.bbc.co.uk/history/historic_figures/conan_sir_arthur_doyle.shtml) (last visited on 03/05/2022) and <http://biografieonline.it/biografia-arthur-conan-doyle> (last visited on 03/05/2022)

<sup>3</sup> <http://biografieonline.it/biografia-arthur-conan-doyle> (last visited on 03/05/2022)

of the Victorian and imperial time (Diniejko 2016), because of his being resourceful, smart, insightful and his enjoying new challenges.<sup>4</sup>

The author's first work is "The Mystery of the Sasassa Valley" (1879) published in Chambers's Journal,<sup>5</sup> but it was, during his years in the University of Edinburgh's Medical School, that he met Dr. Joseph Bell, one of his professors, who gave him the inspiration for the creation of Holmes. Conan Doyle was in awe of his skills of observation and diagnostic deduction towards a patient's condition that inspired him to create the logical, cold and calculating Holmes, the world's first and only consulting detective (Wilson 2017; Wilson 2018), Conan Doyle's paranormal beliefs are present in "The Mystery of Cloomber" (1889), a short novel that shows his tendency to spiritualism.<sup>6</sup>

After his journeys to Vienna and Paris, he went back to London to open a medical practice in Upper Wimpole Street, where not even a patient crossed the threshold as it is written in his autobiography. This and his near-death experience were the reasons he quitted the medical career to devote himself to literature. In that period, he hired A. P. Watt to help him and he was the one who made a deal with "The Strand Magazine", a monthly magazine that published most of the stories featuring Holmes. This relationship made them famous and world-wide known. In December 1893, he killed off his character after a journey in Switzerland that inspired him and made it the setting for his downfall. As a reaction to this choice, twenty thousand readers unsubscribed from the magazine, some people wore black mourning bands and even the British royal family felt unsettled and called it the "Great Hiatus" (Wilson 2018).<sup>7</sup>

Conan Doyle then tried to write other plays which were not successful, with the exception of a play about Sherlock Holmes.

In 1912, he started the stories about Professor Challenger, the opposite of Sherlock Holmes, which brought him back to success. However, Conan Doyle resurrected his detective in "The Adventure of the Empty House" (1903) by popular demand and

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<sup>4</sup> <http://sherlockholmes.com/global-awareness/> (last visited on 03/05/2022)

<sup>5</sup> [http://www.bbc.co.uk/history/historic\\_figures/conan\\_sir\\_arthur\\_doyle.shtml](http://www.bbc.co.uk/history/historic_figures/conan_sir_arthur_doyle.shtml) (last visited on 03/05/2022)

<sup>6</sup> <https://www.biography.com/people/arthur-conan-doyle-9278600> (last visited on 03/05/2022);  
[https://www.goodreads.com/book/show/76122.The\\_Mystery\\_of\\_Cloomber](https://www.goodreads.com/book/show/76122.The_Mystery_of_Cloomber) (last visited on 03/05/2022)  
and <http://www.arthurconandoyle.com/biography.html> (last visited on 03/05/2022)

<sup>7</sup> [http://www.221b.ch/Meiringen\\_e.html](http://www.221b.ch/Meiringen_e.html) (last visited on 03/05/2022)

financial issues. Then, “The Valley of Fear” was published in 1914, even if it was not quite successful as the others because Holmes was not much present in it. In the same year, also “His Last Bow” was published, a war propaganda story that dealt with Sherlock Holmes taking down a German spy-ring.

Conan Doyle had a brilliant mind like his character. During his military studies, “Blockade” and also “Channel Tube”, he foresaw the coming conflicts of the war. However, his ideas were considered advanced like “Jules Verne fantasies” by the majority. Only Mr. Churchill thanked him for his endeavours. He was not allowed to take part in the war, even if he gave his contribution in other ways such as helping the volunteers.

An interesting and curious fact about Conan Doyle is that he despised injustice and for this reason, he got involved in two criminal cases. In both of them, with the help of the acquaintances made in Scotland Yard while writing Sherlock Holmes he managed to prove that the accused men were innocent. This led, at least in part, to the creation of the Court of Criminal Appeal established in 1907.<sup>8</sup>

## **2.2 Arthur Conan Doyle’s works (novels and short stories chosen)**

Conan Doyle wrote 60 works about Sherlock Holmes and his assistant Dr Watson, of which four of them are novels and 56 are short stories. Thanks to his stories, the author and his character got the success, that he earned for a long time, and, because of it, he retired from medicine.<sup>9</sup>

“A Study in Scarlet (1887), “The Sign of Four” (1890), “A Scandal in Bohemia” (1891), “The Five Orange Pips” (1891), “The Musgrave Ritual” (1893), “The Hound of Baskerville” (1902) and “The Adventure of the Mazarin Stone” (1921) are the chosen works for the analysis carried out in Chapter 3, because they contain the majority of references to Holmes and Watson’s apartment.<sup>10</sup>

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<sup>8</sup> <http://www.arthurconandoyle.com/biography.html> (last visited on 03/05/2022)

<sup>9</sup> <http://www.arthurconandoyle.com/biography.html> (last visited on 03/05/2022)

<sup>10</sup> [http://www.stutler.cc/other/misc/baker\\_street.html](http://www.stutler.cc/other/misc/baker_street.html) (last visited on 03/05/2022)

The first mystery novel was written in 1886, but it was published two years later with a new title. At the beginning, the first one was in fact called “A Tangled Skein” and introduced the two characters Sheridan Hope and Ormond Sacker, who were later called Sherlock Holmes and John H. Watson. It described how the two met and then started living at 221B Baker Street and also working together. The narrator in the most of the works is Watson, who somehow represents Conan Doyle himself, and the author also introduced the science of deduction.<sup>11</sup>

The second work “The Sign of Four” (1890) brought a lot of success to the author and the character and it had a fundamental role in it. In this novel Mary Morstan first appears, that is the future wife of Watson, who involve the two main characters in a case (Conan Doyle 2013: 2049).

In “A Scandal in Bohemia” (1891) Irene Adler was first mentioned as a character (Conan Doyle 2011: 5-31):

“To Sherlock Holmes she is always the woman. I have seldom heard him mention her under any other name. In his eyes she eclipses and predominates the whole of her sex. It was not that he felt any emotion akin to love for Irene Adler. All emotions, and that one particularly, were abhorrent to his cold, precise but admirably balanced mind.” (Conan Doyle 2013: 9455)

“The Five Orange Pips” (1891) is an adventure involving the Ku Klux Klan (Conan Doyle 2011: 109-131).

“The Musgrave Ritual” (1893) is one of the two stories narrated by Holmes himself rather than Watson that recounted a meeting with a university acquaintance asking for his help (Conan Doyle 2011: 407-430).

In 1893, “The Final Problem” was published. In this short story, the demise of Holmes at the Reichenbach Falls is narrated. The sleuth was involved in a fight with Professor James Moriarty, a criminal mastermind and Holmes’ archenemy also called “The Napoleon of Crime” by the detective. Professor Moriarty fell from the slope and died, and Sherlock also died. His downfall caused discontent to many readers, but Conan Doyle preferred to pursue his writing about Spiritualism (Wilson 2017; Wilson 2018).

However, in 1902, the author brought back the detective with “The Hound of Baskerville” after he heard a legend in Devonshire about a hellish hound, but it took place

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<sup>11</sup> [http://www.coopertoons.com/caricatures/sirarthurconandoyle\\_bio.html](http://www.coopertoons.com/caricatures/sirarthurconandoyle_bio.html) (last visited on 04/05/2022)

before the character's death. In 1903 he brought him back for good after a lot of pressure by readers and his need of money in "The Adventure of the Empty House", that explained how he would have faked his death (Conan Doyle 2011: 583-609).<sup>12</sup>

Subsequently, the short story "The Adventure of the Mazarin Stone" (1921) described the events that took place after Watson arrived in Baker Street and found a page boy Billy and a wax statue resembling Holmes (Conan Doyle 2011: 1153-1170).

In 1928, the author wrote the last twelve short stories published in one collection "The Casebook of Sherlock Holmes" (Conan Doyle 2011: 1101-1348).

### **2.3 The characters (Sherlock Holmes and John Watson)**

Sherlock Holmes was introduced for the first time in "A Study in Scarlet" published in "Beeton's Christmas Annual" in 1887.<sup>13</sup> Holmes is inspired by Professor Joseph Bell, who showed all the detective skills of the character, such as logic, deduction and observation leaving an indelible impression on the author. His first image was drawn by the illustrator Sydney Paget who used his brother Walter as model for the sleuth.<sup>14</sup>

He also made a unique impact on the readers and is the most enduring character among detective stories. The following are two descriptions of Dr Bell which mirror Holmes: "thin wiry, dark" man, "with a high-nosed acute face, penetrating grey eyes, and angular shoulders." Furthermore, he is described as a man who "would sit in his receiving room with a face like a Red Indian, and diagnose the people as they came in, before they even opened their mouths. He would tell them details of their past life; and hardly would he ever make a mistake". The author dedicated "The Adventures of Sherlock Holmes", a collection of short stories, to Dr Bell, who wrote to him "You are yourself Sherlock Holmes and well you know it". In fact, this ability to gather evidence based upon his skills of observation and deductive reasoning was Bell's method to diagnose the diseases of his patients. He also worked as a consultant for the police on Jack the Ripper's murders in 1888, a year after Sherlock Holmes' first work (Casali 2017).

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<sup>12</sup> <http://www.arthurconandoyle.com/biography.html> (last visited on 03/05/2022)

<sup>13</sup> [http://www.bbc.co.uk/history/historic\\_figures/conan\\_sir\\_arthur\\_doyle.shtml](http://www.bbc.co.uk/history/historic_figures/conan_sir_arthur_doyle.shtml) (last visited on 03/05/2022)

<sup>14</sup> <http://www.arthurconandoyle.com/biography.html> (last visited on 03/05/2022)

He is described as an obsessive person working compulsively on all his cases and his deductive reasoning is unrivalled. He turned out to be very complex and moody, because he could get so caught up in his cases that he ranged from mania to depression, followed by pipe smoking, playing his violin Stradivarius and using cocaine. In his investigations, he asked a group known as the Baker Street Irregulars for help, who he employed as informers. He is also known to have no love relations with women.

He knows music very well and sometimes made also chemistry experiments in his spare time, thus upsetting Dr Watson and Mrs. Hudson. For example, he once said to Dr Watson: “When you have eliminated the impossible, whatever remains, however improbable, must be the truth” (Conan Doyle 2013: 2535). Watson then recounted the criminal cases they followed together in his journal. In “A Study in Scarlet” Watson made a list of Holmes’ abilities: “

1. Knowledge of Literature – nil.
2. Knowledge of Philosophy – nil.
3. Knowledge of Astronomy – nil.
4. Knowledge of Politics – Feeble.
5. Knowledge of Botany – Variable. Well up in belladonna, opium and poisons generally. Knows nothing of practical gardening.
6. Knowledge of Geology – Practical, but limited. Tells at a glance different soils from each other. After walks, has shown me splashes upon his trousers, and told me by their colour and consistence in what part of London he had received them.
7. Knowledge of Chemistry – Profound.
8. Knowledge of Anatomy – Accurate, but unsystematic.
9. Knowledge of Sensational Literature – Immense. He appears to know every detail of every horror perpetrated in the century.
10. Plays the violin well.
11. Is an expert singlestick player, boxer and swordsman.
12. Has a good practical knowledge of British law.”

(Conan Doyle 2013: 11-12).

When he wrote “His Last Bow”, Holmes was about 60. Considering it took place in 1914, this reveals that he was born in 1854 (Conan Doyle 2011: 1088). There are not many references to his family, apart his brother Mycroft, a civil servant, who is seven years older than him. Holmes worked as a consulting detective for 23 years and eventually retired in the Sussex Downs before 1904, but the circumstances of his death were unknown (Wilson 2018).<sup>15</sup>

John H. Watson, also known as Dr Watson, is Sherlock Holmes’ friend, assistant and roommate. He recounted 56 of the 60 stories. In the first work, it is said that he received his medical degree from Barts and The London School of Medicine and Dentistry at the University of London in 1878. After his training as an assistant surgeon in the British Army, he went to India and then served in the second Anglo-Afghan War, but he was wounded by a bullet on his shoulder at the Battle of Marwan in July 1880. After his recovery, he got back to London, where in 1881, a friend introduced him to Sherlock Holmes, who was trying to find someone to share rent for the apartment in 221B Baker Street. Eventually, Watson became a friend and a confidant for Holmes. In “The Sign of the Four”, Watson got to know Mary Morstan, his future bride, but in the two years Holmes faked his death, she died and Watson got back to live with the detective. Despite the conception that he is a fool, as often seen in the movies, John Watson is actually an intelligent man, an excellent doctor and surgeon, especially in Holmes’ opinion. In fact, Conan Doyle portrayed the assistant as a passionate and brave man of action in comparison to the cold, rational and detached detective (Casali 2017).<sup>16</sup>

There are some curious facts about Holmes and Watson. For example, the famous quote “Elementary, my dear Watson” was never said by the detective to his assistant. Even though Holmes states his abilities to be “elementary”, it never appears in Conan Doyle’s works and it is probable that it might be an altered version of “Exactly, my dear Watson” a line Conan Doyle used in his own work several years earlier.<sup>17</sup> This quote was coined by William Gillette, an American actor, who is the most famous one acting Sherlock Holmes in theatre with the comedy written in 1899. It was played more than one

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<sup>15</sup> <http://www.arthurconandoyle.com/sherlockholmes.html> (last visited on 04/05/2022)

<sup>16</sup> <http://www.arthurconandoyle.com/doctorwatson.html> (last visited on 04/05/2022)

<sup>17</sup> <http://www.todayifoundout.com/index.php/2013/08/sherlock-holmes-never-said-elementary-dear-watson/> (last visited on 04/05/2022)

thousand times, and then it was even adapted for the cinema and the radio. Furthermore, two of Holmes' emblems, his meerschaum pipe and deerstalker hat are not original to Conan Doyle's works, in fact, they are never mentioned by the author. The hat comes from his first illustrator Sydney Paget, who really liked it, while the detective never smoked the pipe because he preferred cigars and cigarettes. (Casali 2017; Wilson 2018).

Conan Doyle was not the only ones who described his adventures, in fact many other authors tried to tell new stories about the consulting detective and his friends (O'Leary 2014) such as Stephen King in "The Doctor's case".<sup>18</sup>

Sherlock Holmes and Dr Watson are not the only ones who gather a lot of success. Over the years, there were other authors who wrote stories about the characters featuring in his collection such as Mycroft Holmes, his brother, G. Lestrade, a Scotland Yard inspector, Mrs. Hudson, their landlady, Irene Adler and Professor Moriarty. Some works are: "Enter the Lion" by Michael P. Hodel and Sean M. Wright, "The Adventures of Inspector Lestrade" by M.J. Trow, "The Beekeeper's Apprentice" by Laurie R. King, "Good Night, Mr. Holmes" by Carole Nelson Douglas and "The Return of Moriarty" by John Gardner.<sup>19</sup>

#### **2.4 The actors, films and series (the top 3 Sherlock Holmes portrayals: Basil Rathbone (1939, 1942-1946), Jeremy Brett (1984-1988, 1991-1994) and Benedict Cumberbatch (2010-continuing))**

Sherlock Holmes is the most portrayed character, having being more than 70 actors playing him with at least 200 movies. This gave him a place in the Guinness Book of World Records (Fox 2009). For The New York Times, the novels about him are the 3rd most read publications after the Bible and the Dictionary. Also, thousands of Websites are devoted to him. In the UK, US, Japan and Russia, it is a compulsory reading in schools and his stories are translated into 84 languages.<sup>20</sup>

There are many adaptations in different kinds of genres as radio, movies, games, TV series and even anime.<sup>21</sup> There are some among them that do not play the stories

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<sup>18</sup> <http://sesiescludelimpossibile.blogspot.it/2015/05/un-omaggio-di-stephen-king-sherlock.html> (last visited on 04/05/2022)

<sup>19</sup> <https://www.schoolandholmes.com/charactersv.html> (last visited on 06/05/2022)

<sup>20</sup> <http://sherlockholmes.com/global-awareness/> (last visited on 03/05/2022)

<sup>21</sup> <http://www.sherlockian-sherlock.com/sherlock-holmes-actors.php> (last visited on 04/05/2022)



faithfully and change the settings and even some characters. For instance, “Elementary”, a TV series that takes place in modern New York instead of Victorian London and John Watson is represented by Joan Watson, a Chinese woman. Others are just loosely based on Holmes as “Doctor House”, who is a keen observer and lets him to diagnose any disease,<sup>22</sup> in this way is probably more similar to Dr Joseph Bell, who first inspired Doyle.

In this article, the top 20 portrayals of the detective are ranked. In the top 10, they can be found in order from the tenth to the first position: Buster Keaton, Christopher Plummer, Peter Cushing, John Barrymore, Arthur Wontner, Robert Stephens, Robert Downey Jr., Basil Rathbone, Jeremy Brett and Benedict Cumberbatch. In particular, the top 3 are the ones who best resembles the consulting detective.<sup>23</sup>

Basil Rathbone appeared in 14 movies between 1939 and 1946 and had a strong physical resemblance to Sydney Paget’s illustration. He posed as the detective not only in movies, but also in radio shows, in plays and commercials. He represented an elegant, sophisticated, lively and smart version accompanied by Nigel Bruce, who was considered as the most authentic Watson by many critics.

Jeremy Brett played the detective on stage like his predecessor, but he had the edge over him because he represented Watson by Charlton Neston’s Holmes side and stated that this experience helped him to understand the character better. He was able to realize the most of the stories in the most faithful way. He delivered an outstanding performance that gave him a lot of success. He portrayed a stricter and sadder version, which showed the workaholic and passionate side of the detective with Holmes’ temperament and vanity. The actor studied the behaviour of the character thoroughly and added some features of his own because he wanted to be the best Sherlock Holmes of all times. Unfortunately, it was not possible to recreate all the stories because the budget was cut, some actors left and he got sick.

*Sherlock*, the most recent TV series which still aired, differs from the first two because it takes place in the modern age. This creates some differences between this show

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<sup>22</sup> <http://sherlockholmes.com/history/> (last visited on 04/05/2022)

<sup>23</sup> <http://sherlockholmes.com/history/> (last visited on 04/05/2022) and <http://www.telegraph.co.uk/culture/tvandradio/10535503/Sherlock-the-20-greatest-Sherlock-Holmes.html> (last visited on 04/05/2022)

and Conan Doyle's works, but it is still possible to find hints in the episodes of the originals. Benedict Cumberbatch's Holmes is more arrogant, aggressive and a bit irresponsible, but it is still an evolving character considered that the series is not finished. Despite the alterations of some characters as Irene Adler and Moriarty, the actors are impressive performers and lived great adventures with humour.<sup>24</sup> Some other differences can be noticed when Watson, played by Martin Freeman, uses a blog instead of a journal<sup>25</sup> to recount their cases and Holmes himself has a website of his own.<sup>26</sup>

There also are other ways used to pay respect to the great consulting detective apart from all these adaptations. In fact, it is possible to find four museums recreating the apartment of the most famous address 221B Baker Street and four statues representing him around the world. These will be the topic of Chapter 3.

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<sup>24</sup> <http://www.sherlockian-sherlock.com/sherlock-holmes-actors.php> (last visited on 04/05/2022)

<sup>25</sup> <http://www.johnwatsonblog.co.uk/> (last visited on 04/05/2022)

<sup>26</sup> <http://www.thescienceofdeduction.co.uk/> (last visited on 04/05/2022)

## **CHAPTER 3: Literary tourism and Sherlock Holmes**

In this Chapter, the relationship between Conan Doyle, his works and the becoming of literary tourism (museums, attractions, tours and statues) revolving around him and his work is analysed. Specifically, the language of websites, travel articles, brochures and videos devoted to them are the objects of the present investigation.

It is not enough to visit only 221B Baker Street and the statue of the detective in London for a real Sherlockian tourist, because there are about 200 sites just in London and even more around the world if one wants to follow Sherlock Holmes' footsteps and experience his adventures. The most notable and remarkable sites are the four museum that recreate the apartment, four statues of the detective and some other tourism attractions (Brandstatter 2015).

### **3.1 The Sherlock Holmes museums around the world**

Four museums all over the world re-create Holmes and Watson's living room: the Sherlock Holmes Museums in London, in Lucens and Meiringen, and the Sherlock Holmes Collection in Minnesota hosting a replica of 221B.

The first one in London was opened in 1890 with No. 85 instead 221B, but was eventually officially changed to 221 in 1990.

#### **3.1.1 The museum in Lucens**

The other Sherlock Holmes Museum was opened in 1965 in Lucens, Switzerland, remained closed for ten years and then it was reopened in 2001. In 1965 Adrian, one of Conan Doyle's sons, started to live at the Château de Lucens, a medieval castle. Adrian was the one who created this small museum dedicated to his father's works. After his death, the collection was donated to the Arthur Conan Doyle Foundation, which he himself created.

Recently, the collection has been moved to another building named "Maison Rouge" of Lucens thanks to the intervention of the local authorities with books and items referring to Sherlock Holmes because the castle was closed to the public. Even after the move, the living room is exactly the same as the one that the author's son recreated it in the castle. In the museum, there are two main rooms with an exact replica of the Baker

Street lodging of Sherlock Holmes and Dr Watson and the other dedicated to the author. Delay, the curator of the museum, stated that the main difference between this place and the others is that it focuses on the sleuth as much as to the author. The museum was created for the Festival of Britain in 1951, and the meticulously detailed room remains faithful to descriptions from the stories. The room's highly evocative atmosphere is rendered even more powerful by the inclusion of hundreds of authentic items. There are also objects that belonged to Conan Doyle himself and which provided inspiration for Sherlock Holmes' stories and an insight into the author and his life.

In this museum, objects such as Conan Doyle's other creations, personal effects and furniture can also be found.<sup>27</sup> The main website of this museum belongs to the one of the municipalities of Lucens. It is possible to find its history in three different languages: French, German and English and the same can be said about the information such as opening times, holidays, prices, address, map, phone number and booking. The remaining parts are about events, the shop and the association. These are written just in French.

Travel articles found online contain the history and the description of the museum in Lucens with some pictures. The Maison Rouge is an old building where this museum is located nowadays. It hosts around 120 exhibitions related to Sir Conan Doyle and Sherlock Holmes displaying objects such as letters, original drafts, memorabilia of the detective stories with the corresponding commentary in English, French, or German and also a special room reproducing the 221B Baker Street lounge. The necessary information to visit the museum is also provided (Bekker 2011; Probert 2001).

The two museums in Switzerland complement each other and there are rumours about possible cooperation between the two (Probert 2001). The one in Lucens claims to display the most authentic objects. In this museum, a large number of Conan Doyle's memorabilia, archival materials and first editions are displayed, while the most fragile manuscripts are kept in the archives of Lausanne University. There is also a cat named Watson living there (Brandstatter 2015; Probert 2001). The original site of the museum is in the cellar of the Chateau de Lucens, and now it is used for events, as written in the website of the castle (Probert 2001).<sup>28</sup>

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<sup>27</sup> <https://www.lucens.ch/sherlockholmes> (last visited on 05/05/2022)

<sup>28</sup> <https://chateaudelucens.ch/en/> (last visited on 05/05/2022)

### **3.1.2 The museum in Minnesota**

The third museum was set up in 1974 in Minnesota, USA. In fact, the University of Minnesota Library among its Special Collections hosts the world's largest collection of Conan Doyle's and Sherlock Holmes' materials. It is necessary to make an appointment in order to visit it and, fortunately, much of the collection is also available online (Brandstatter 2015). The proofs of Sherlock Holmes' everlasting success are more easily found in Minnesota rather than in London. The University of Minnesota claims to have the world's largest collection of Holmes' memorabilia: not only objects related to the literary character, but also materials from the movie "Sherlock Holmes" starring Robert Downey Jr. as the sleuth. They show his evolution from the literary character to a cultural icon. This collection contains thousands of books, toys, games, posters, recordings, original manuscripts and other items such as magnifying glasses, even an ice cream carton with a cartoon cow wearing Holmes' iconic deerstalker cap, a pillow with an image of Sherlock Hemlock and a Muppet character from "Sesame Street."

The Holmes collection has between 15,000 and 16,000 volumes, and the memorabilia includes 60,000 items or more. Some are kept in a place used as storage, which is about 85 feet below ground at the Elmer L. Andersen Library, so that temperatures and humidity can be controlled. The school began amassing the Sherlock Holmes Collections in 1974. Tim Johnson, the curator of special collections and rare books at the University of Minnesota Libraries, affirms that this collection started because of a "happy series of accidents". They were initiated by a retired university librarian, a Nobel Prize laureate and a Holmes fan, who used a "vacuum cleaner" approach meaning to gather every single and possible Sherlock Holmes items of any kind he could find. Many fans donated papers, books, periodicals, first editions, volumes, pop-cultural items, scripts, broadcasting recordings and more. The collection has a great variety of English editions and their translation in more than fifty languages. It also exhibits Sherlock Holmes stories written by others writers, commentaries and references about all his aspects, scrapbooks, different journals such as Baker Street Journals, Baker Street Irregulars of New York and more. Furthermore, it contains many items from the adaptations in the performing arts, objects from popular culture and others works by Conan Doyle not related to the sleuth. Major Holmes/Doyle archives can be also found

at Harvard University, the Toronto Public Library and Portsmouth, England. The collection welcomes founding from people (Baenen 2009).<sup>29</sup>

On the website, more information can be found on the history of the collection, societies and organizations, and a great part of the collection is available online including, catalogues, publications, bibliographies.<sup>30</sup>

### **3.1.3 The museum in Meiringen**

The fourth Sherlock Holmes Museum is in Meiringen, Switzerland. This town is located near the Reichenbach Falls, where Sherlock Holmes faced Moriarty for the last time and faked his death. Besides, a tourist can stay in the hotel where Sherlock spent his last night, sees the plaque standing close to his statue and visit the local Sherlock Holmes Museum in the basement of an English church (Brandstatter 2015). It opened on 4<sup>th</sup> May 1991 under the English Church of Meiringen, on the 100<sup>th</sup> anniversary of Holmes' death. On that occasion, representatives of the Sherlock Holmes Society of London and Miss Jean Conan Doyle, the author's daughter, were present. It was built by an English couple of architects: John and Sylvia Reed. There are many authentic items about the author, his character and Victorian time. It includes the living room of the apartment in Baker Street based on the literary references. The main website shows the opening times, the prices, the history of the museum, the English Church above and the shop with the souvenirs. Other important information about the author can be found there, the Reichenbach Falls with the funicular, the literary reference of Sherlock Holmes and contact section.<sup>31</sup>

Holmes and his last "adventures" have thus a longstanding relationship with Switzerland, which is celebrated by both museums (Bekker 2011). These two share a website with information about them, the events taking place there and a video with an interview with Conan Doyle. It is mostly focused on the museum in Meiringen and contains the literary references about how Holmes and Watson got there with many photos of the statue, the museum, the Commemorative Plaques there and near the Falls, and the map with directions and indications. These plaques represent sixty hidden clues for each of the sixty Sherlock Holmes stories written by Sir Doyle. In September 1988, the statue of the detective was uncovered by representatives of the Sherlock Holmes

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<sup>29</sup> <https://legacy.umn.edu/stories/sherlock-s-collection> (last visited on 05/05/2022)

<sup>30</sup> <https://www.lib.umn.edu/holmes> (last visited on 05/05/2022)

<sup>31</sup> [http://www.sherlockholmes.ch/it/Angebot/Il\\_museo](http://www.sherlockholmes.ch/it/Angebot/Il_museo) (last visited on 05/05/2022)

Society of London created by an English artist: John Doubleday. The Museum lies in the crypt of the English church, while the place in front of it was named "Conan Doyle Place".<sup>32</sup>

### **3.1.4 The museum in London**

The last museum in the list can be considered both the first and the last museum because of the official change of the address number. It is located in Baker Street in London, even though the Sherlock Pub was the first one to realize a copy of the apartment in 1951. Still, it is the one in No. 221B Baker Street that is the perfect mix of reality and fiction (Casali 2017). This museum will be analysed in more detail in the next paragraph.

### **3.2 The Sherlock Holmes Museum in London and the surrounding area**

The Sherlock Holmes Museum in London is the one which is best known worldwide, as it is located exactly where the stories about the sleuth and the doctor take place. The museum itself has also a curious and fascinating history. Over the years, there have been many issues about the house number, because the building's address was different when the author wrote the book. Subsequently, there has indeed been a reorganization of house numbers in London. Although it technically existed, the building was impossible to reach, because it was in a block of buildings belonging to the Abbey Road Building Society. Therefore, the society started to receive letters addressed to the sleuth and eventually it decided to open a "secretary of Sherlock Holmes" with someone answering them. In 1990, the Sherlock Holmes International Society opened the Sherlock Holmes Museum in Baker Street, in the building which reminded the fictitious one described in the books about Sherlock Holmes. It is a Georgian-style building dating back to 1815 which used to be a boarding house from 1860 to 1936. It used to be No. 237 in Baker Street, which caused confusion for mail delivery until 2002. In this year, the society moved out and the issue was solved. The Museum got the letters and No. 221B became the official place during a ceremony with the blue plaque on it to prove it (Casali 2017).<sup>33</sup> The property of this place is quite a mystery involving international conspiracy and murders, like those in Conan Doyle's stories (Casali 2017).

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<sup>32</sup> [http://www.221b.ch/Meiringen\\_e.html](http://www.221b.ch/Meiringen_e.html) (last visited on 05/05/2022)

<sup>33</sup> <https://www.sherlock-holmes.co.uk/about-the-museum/> (last visited on 05/05/2022)

Others interesting sites to visit are the Sherlock Holmes Pub and Restaurant, which was opened since 1951 as previously mentioned. The Northumberland Hotel is the place where the fictitious character Sir Henry Baskerville stayed, the protagonist of the novel “The Hound of Baskerville”. There can be seen Dr Watson’s service revolver and a replica of the living room that can be found at No. 221B. Another place is The Criterion in Piccadilly Circus, the restaurant where the characters first met in “A Study in Scarlet”, The Langham Hotel, present in “A Scandal in Bohemia” and “The Sign of Four”, and Briony Lodge in St. John’s Wood, where Irene Adler lived. The Marylebone Library has a Sherlock Holmes Collection at Westminster with related photographs, newspaper clippings, journals, and different items, available only by appointment. There is also a tourist guide called “Finding Sherlock’s London: Travel Guide to over 200 Sites in London” that pinpoints all the places related to him. Then, there are different kinds of tours, even one involving a Sherlock Holmes-themed walking tour of London with games about him.

Other important information about all museums is present in tourism websites such as TripAdvisor, MyVaudTrip and Inspirock. They contain photos and reviews about the personal experience of every tourist.

### **3.2.1 The website of the London Museum**

The main website of the Sherlock Holmes Museum in London used to have a video made by a Taiwanese tourist working as an online tour guide.<sup>34</sup> At the beginning, there is a written sign introducing the museum followed by a quick glance of Sherlock Holmes’ statue and Baker Street.

The online tour in the video starts from the front of the building in the order shown in Table 1. It focuses mainly on the many objects taken from the works that have the majority of literary references about the apartment with their commentary. In the museum, also other objects can be found belonging to the Victorian age without a specific reference to the books. Besides, the first floor with the living room and Holmes’s bedroom are the only rooms reproduced as closely as possible to the descriptions of the works, while the rooms in the second floor such as Watson’s and Mrs. Hudson’s bedrooms are used to host exhibitions. That is, they do not contain as many literary references as the

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<sup>34</sup> <https://www.youtube.com/watch?v=b87pVzygqBc> (last visited on 05/05/2022)



rooms in the first floor, but they still show many objects taken from the detective's many adventures. The exhibition in Watson's room is more about Sherlock Holmes and shows many iconic items such as the magnifying glass, the deerstalker hat, his statue and much more, while Mrs. Hudson's room focuses more on his cases like souvenirs from Musgrave, a bust of Napoleon and others. There is also a photo of the Baker Street Irregulars, who helped Holmes gaining information for his cases. Every object is complemented by a tag with a title, an explanation and a quote from the books.

Place	Object	Work	Time
Front			0.20 min.
	Blue plaque		
Entrance			0.30 min.
First floor			0.48 min.
Living room	Watson's desk	Many works	
	Watson's medical bag	Many works	
	Holmes' armchair	A Study in Scarlet The Five Orange Pips	
	Holmes's violin	The Adventure of the Mazarin Stone	
	Picture of Henry Ward Beecher	The Resident Patient	
	Medical books	The Hound of Baskerville	
	Chemicals	The Musgrave Ritual	
	Holmes' desk	Many works	
	Framed picture of General Gordon	The Resident Patient	
	Letters stuck to the mantelpiece by a jack knife	The Musgrave Ritual	
	Pipe	The Adventure of the Mazarin Stone	

	Photo of Irene Adler	A Scandal in Bohemia	
Holmes' bedroom		The Adventure of the Mazarin Stone	2.34 min.
	Breakfast table	The Hound of Baskerville	
	Pictures of celebrated criminals adorning every wall	The Adventure of the Dying Detective	
	Holmes' bed	The Adventure of the Dying Detective	
	Black and white ivory box on the mantelpiece	The Adventure of the Dying Detective	
	Chimney	The Adventure of the Dying Detective	
Second floor			3.20 min.
Watson's bedroom		The Sign of Four The Five Orange Pips The Adventure of the Speckled Band The Adventure of the Beryl Coronet The Problem of Thor Bridge	
	Mantelpiece with a clock	The Adventure of the Speckled Band	
Mrs. Hudson's bedroom		A Study in Scarlet	4.42 min.
	Criminal relics	The Musgrave Ritual	

Table 1: the objects in the Sherlock Holmes Museum in London with the relative literary reference

Table 2 represents scenes taken by literary works and displayed in the museum with wax statues. The numbers in column 2 of Table 2 are connected to the representation

of the figures that can be found in Figures 2 and 3 of the brochure below. However, five are missing in the video: numbers 5 and 6 about “The Adventure of the Beryl Coronet”, 10 and 11 on “The Missing Three-Quarter” and 24 of “The Hound of Baskerville”.

Table 2 is about the important scenes reproduced from the books in the second and the third floor of the building with wax statues. These figures are also present in the brochure with their explanation. In the museum, they are accompanied by a drawing with their relative commentary.

Place	Figure	Work	Time
Second floor			3.20 min.
Landing to second floor	1	Many works	
Third floor			6.30 min.
First room	13, 14 and 15	The Musgrave Ritual	
	7, 8 and 9	The Man with the Twisted Lips	
	12	The Speckled Band	
	17	The Copper Beeches	
	2	The Adventure of the “Gloria Scott”	
Second room	3 and 4	The Adventure of Charles Augustus Milverton	
	18	The Final Problem	
	16	The Redheaded League	
	21, 22 and 23	The Adventure of Shoscombe Old Place	
	19 and 20	Scandal in Bohemia	

Table 2: the numbers of the Figure 2 and 3 below with the relative literary reference

During the last minute of the video, we get to see the museum shop and the many different kinds of souvenirs themed after Sherlock Holmes, as can be seen from Table 3.

Then, we see other objects such as his business card, pencils, canes, coins, pictures and many more.

Place	Object	Time
Shop		8.52 min.
	Teacups	
	Saucers	
	Postcards	
	Stuffed animals	
	Statues	
	Magnifying glasses	
	Pens	
	Cameos	
	T-shirts	
	Key-chains	
	Brochures	
	Magnets	
	Signposts	

Table 3: the objects in the shop of the museum

There are two more important aspects to consider in the analysis of this video tour: the characters involved and the background music. The characters are reported in Table 4. As can be seen in Table 4, Dr Watson is the tourist guide in the video taken by the Taiwanese tourist. He is interviewed by the cameraman about the shifts they have at the museum and thus provides an introduction to the living room of No. 221B Baker Street. He also gives the permission to take photos or videos and he indicates to the tourists the most representative objects in the room: the desk and the medical bag belonging to Dr Watson, and Sherlock Holmes' chair and violin.

Characters	Appearance	Role
Sherlock Holmes	Mentioned by Dr Watson (four times a week)	Tourist guide
John Watson	Present (three times a week)	Tourist guide

A Taiwanese tourist	Present	Cameraman
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Table 4: the characters and their role in the website video

The other important aspect of the video is the music named “221B Baker Street”. It was the opening theme of the Granada's Sherlock Holmes' series which featured Jeremy Brett as Sherlock Holmes, composed by Patrick Gowers.<sup>35</sup> This song is the leitmotiv of the video, it lasts 9 minutes and 57 seconds and is followed by other three songs played in the same series.

At the end of the video, some objects displayed in the museum cannot be seen in the video. For example, the “V.R.” in bullet holes on the wall of the living room or the Persian slipper where the detective used to hide his tobacco. Some other things are misplaced, such as the picture of Henry Ward Bennet and the one of General Gordon. They should be close to each other, but in fact they hang on two different walls. Figure 1 contains the picture with notes made by Russell Stutler, who attempted to draw the map of the apartment based on the literary references.<sup>36</sup> This figure is the most loyal representation of the apartment of Sherlock Holmes and Dr Watson, but none of the

<sup>35</sup> <https://www.allmusic.com/performance/221b-baker-street-opening-theme-television-theme-granadas-sherlock-holmes-series-mq0000612610> (last visited on 05/05/2022)

<sup>36</sup> [http://www.stutler.cc/other/misc/baker\\_street.html](http://www.stutler.cc/other/misc/baker_street.html) (last visited on 03/05/2022)

museums analysed completely mirrors this thorough drawing of the most famous address.

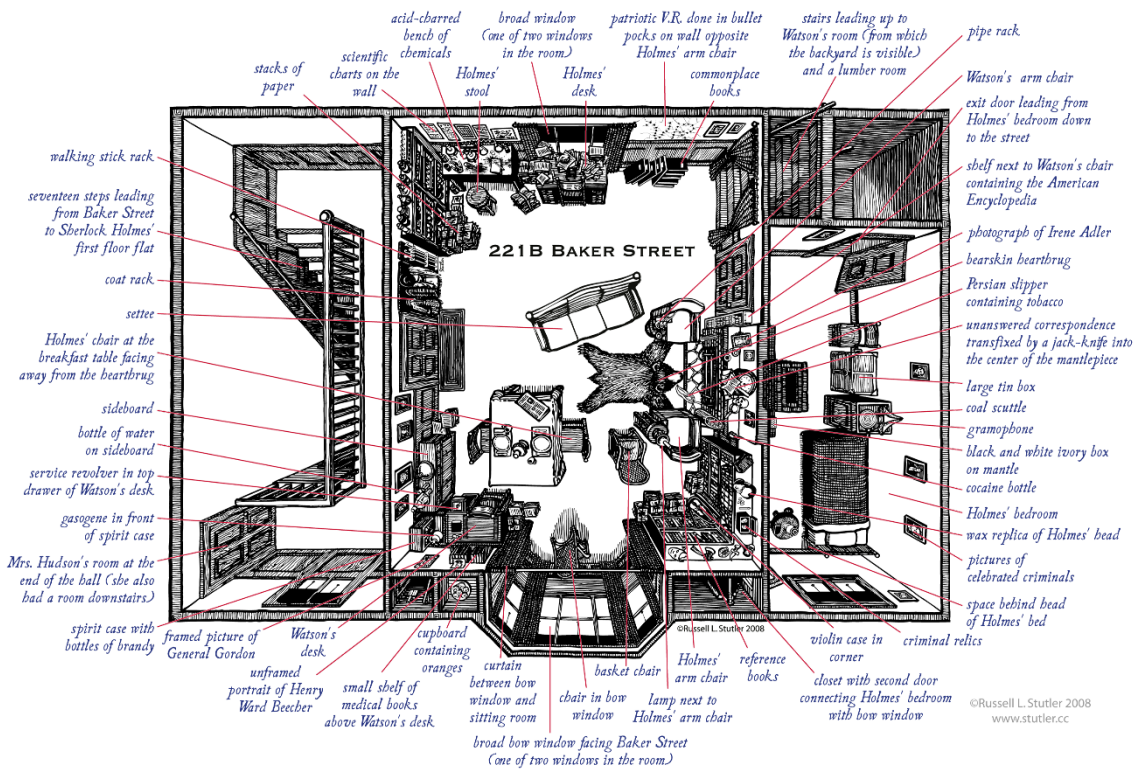


Figure 1: a sketch of 221B made by Russel Stutler based on literary references (from [http://www.stutler.cc/other/misc/images/bakerstreet\\_new\\_notes\\_3000c.png](http://www.stutler.cc/other/misc/images/bakerstreet_new_notes_3000c.png))

In the main website of the museum, it is possible to find the history and links to information for the visits, a tourist guide “The London of Sherlock Holmes”, news about the museum, the shop, how to get a job for 221B Baker Street, a Facebook page and contacts. There are others inside links to a quiz to test one’s own knowledge about the detective, some riddles, information about accommodations around the area.<sup>37</sup>

### 3.2.2 Analysis of a Brochure about the Sherlock Holmes Museum in London

The brochure presented in Figure 2 comes from the Sherlock Holmes Museum in London. It has a booklet format in black and white colour. In this first part we can see the name of the museum, the address, the logo, the image of the building, a map for directions, the objects from the museum shop and the contact information, such as opening times, telephone number and the website. These are present in the third section of the brochure that represents its front. The first two sections show the images and the commentary found

<sup>37</sup> <http://www.sherlock-holmes.co.uk/> (last visited on 05/05/2022)

in the museum representing important scenes from Sherlock Holmes' works. Figure 2 shows the first part:

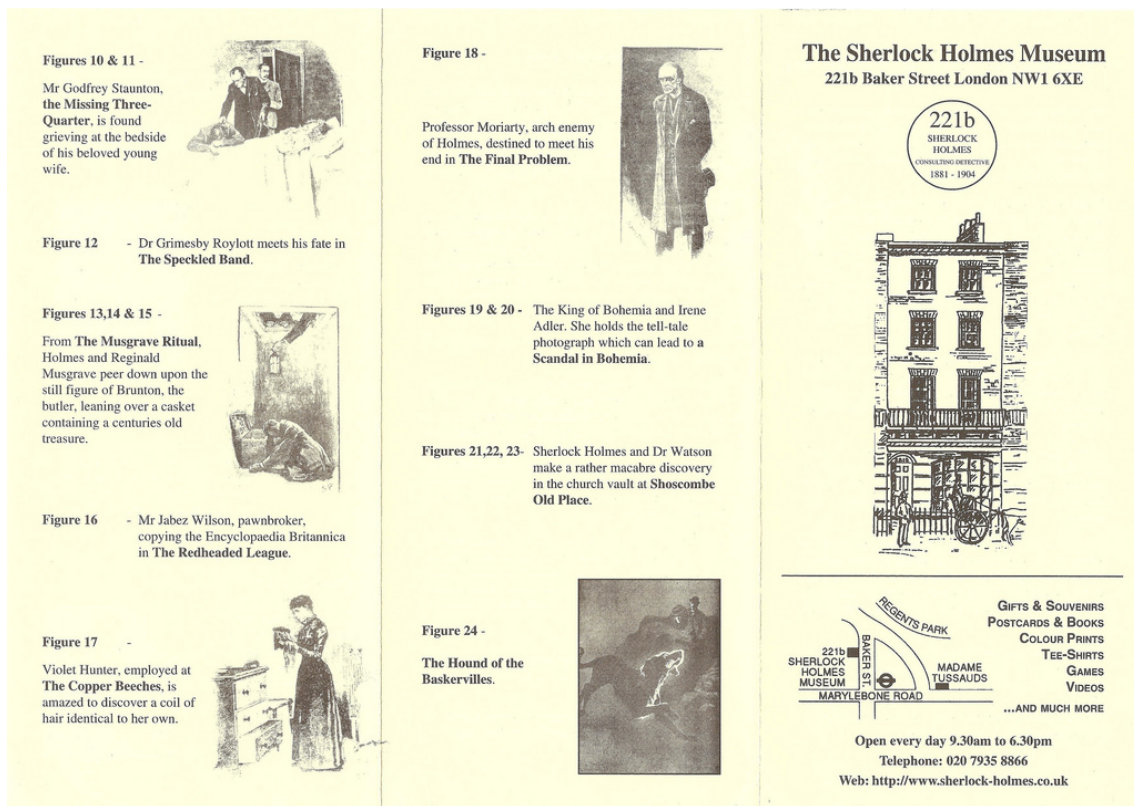


Figure 2: the first part of the leaflet of Sherlock Holmes Museum in London (from <https://www.flickr.com/photos/ell-r-brown/with/6447737939/>)

The following pages of the brochure represented in Figure 2 contains information that is given with short and simple sentences. Despite the style being formal, it still gives a sense of authenticity with the many images taken from the literary works and the drawing of the apartment in the cover. The first two sections in Figure 3 are two texts about the museum. The first text deals with a general introduction and with the typology of Sherlock Holmes' fans, while the second is focused on the history, the literary description, the structure and the shop of the museum. The third section shows the first part of the images with their commentary that are present in the first part of brochure. The style of the text in the Figure 3 is as formal as that of Figure 2.

**“I have it here in my museum” said Sherlock Holmes in the adventure of the Blue Carbuncle.**

The opening of the Sherlock Holmes Museum to the public on 27 March 1990 was an event which should have happened several decades ago. 221b Baker Street is, after all, the world’s most famous address because of its long association with the great detective.

Thousands of people all over the world write to Sherlock Holmes, they form clubs and societies in his honour, and they celebrate his anniversaries. Now it is also possible to see where and how he lived in Victorian times! The famous study which Holmes and his friend Dr Watson shared for almost 25 years is on the first floor overlooking Baker Street, but before entering the house, ask yourself which of these categories of visitors you would place yourself in:

a) You’ve heard about Sherlock Holmes and you’ve seen one or two films about his exploits - probably the Hound of the Baskervilles - yet you know very little about the great detective himself. You are probably visiting out of curiosity.

b) You know a great deal about Sherlock Holmes! You’ve read most of the stories, you’ve seen all his films on TV and you are an admirer of the famous detective. You’d like to visit his rooms to see if they are quite as you imagined.

c) You are an expert - an absolute authority on Sherlockiana! You can discuss and debate with the best of them, having read and re-read all sixty of the original stories written by Sir Arthur Conan Doyle and those written by others- you may have even written one yourself!

Whatever category you belong to, you are sure to find a visit to the museum a memorable experience. You may take photographs wherever you wish (the maid will be pleased to assist) and when you are ready to leave, you may find yourself wishing that you could hail a horse-drawn hansom cab to take you home!

#### Guidance notes.

Sherlock Holmes and Doctor Watson lived at 221b Baker Street from about 1881-1904. Apartment 221b was on the first floor of a lodging house, the landlady of which was a Mrs. Hudson. There were 17 steps from the ground floor hallway to the first floor study which Holmes and Watson shared. Holmes’ bedroom was at the rear, adjoining the study.

We know from Doctor Watson’s descriptions that the sitting room overlooking Baker Street was “illuminated by two broad windows” and that it was quite small: on one occasion Holmes emerged from his bedroom and took one spring across the study to close the curtains and on another occasion, a man entered their study who was so large he almost filled their “little room”.

Visitors will recognise scores of familiar objects and paraphernalia mentioned in the stories.

Doctor Watson’s bedroom was on the second floor next to Mrs. Hudson’s room and it overlooked an open yard at the rear of the house. These rooms are used today as exhibit rooms, where centre stage is taken by a magnificent bronze bust of Mr Holmes. Visitors can browse through literature, paintings, photographs and newspapers of the period. Memorabilia from the adventures and a selection of letters written to and from Mr Holmes are also on display.

The Museum’s large and attractive souvenir shop is located on the ground floor. Here you will find a unique collection of gifts, ceramics, objets d’art, figures, busts, prints, books, playing cards, tee-shirts, deerstalkers - novelties of every description available exclusively to Museum visitors.

The Museum building was registered as a lodging house from 1860 -1934 and therefore represents an authentic lodging house of the period.

The house was built in 1815 and is listed Grade 2 of special architectural and historical interest by Her Majesty’s Government.

**Figure 1** - Page Boy. The young house servant and errand boy in 221b.

**Figure 2** - Jack Prendergast. Ringleader of the convicts aboard the “Gloria Scott”.

**Figures 3 & 4** - The blackmailer, Charles Augustus Milverton and his surprise assailant. Aristocratic lady in black veil kills him in revenge.



**Figures 5 & 6** - Arthur Holder fights to retrieve the Beryl Coronet from Sir George Burnwell. Burnwell holds on to the coronet while the bank manager’s son struggles to get it off him.

**Figures 7, 8 & 9** -

From *The Man with the Twisted Lip* - Mr Neville St Clair in disguise, whilst the lasciar scoundrel stops Mrs St Clair from entering the opium den to look for her husband.



Figure 3: the second part of the leaflet of Sherlock Holmes Museum in London (from <http://www.flickr.com/photos/ell-r-brown/with/6447737939/>)

Contrary to the first part of the brochure, the information in this part is more descriptive and aims to persuade the tourists and the fans to visit it, while the third section with the images is like the first part. In this brochure, a large number of keywords are employed which are well known in particular to Sherlock Holmes fans, such as “221B Baker Street”, “Victorian times”, “Dr Watson”, “Hound of Baskerville”, “Sir Arthur Conan Doyle”, “Mrs. Hudson” and the titles of some works present in the commentary of the figures. These keywords create *keying* (Cohen 1985: 16), and thus add authenticity to the museum and its history.

Another two techniques used in the brochure are “ego-targeting” (Cappelli 2006: 63-64) and “tense” (Cappelli 2006: 334). As for “ego-targeting”, the text addresses the reader directly, in particular in the first text such as “you’ve heard”, “you’ve seen” “you know” and more, especially in the paragraphs about the typology of Sherlock Holmes fan. “Tense” refers to temporal contrast and the second text changes the tense from past, present and future tenses like “we know”, a present, and “Baker Street was illuminated”,



a past continuous, can be found in the same sentence. The “tense” technique is particularly marked in the second text, but it is also used in the first one. This information makes this brochure both promotional and informational, because it contains both types of characteristics. As previously mentioned, the style of the brochure is formal because of the use of complex and longer sentences, full words and objective statements. The topic is travelling back to the past: when visitors enter the museum, they travel back in time right to Victorian London.

Among the many text types (Cappelli 2006: 334-335), we can identify four different kinds in this brochure: descriptive, narrative, directive and informative. In the texts in Figure 3, the descriptive text type emerges which aims to describe the place through the use of adjectives and adverbs. It can be found mostly in the second text of the brochure entitled “Guidance notes”. For example, “small” and “little” are used to describe the living room, while “large” and “attractive” describe the museum shop. Features of the narrative text type, on the other hand, can be noticed in both texts because they tell the story of the museum and that of the character, while features of the directive text type are, by contrast, present in only one sentence in the imperative mood: “ask yourself” in the first text. Finally, elements of the informative text type are particularly evident in the cover of the brochure because of its linguistic features such as the facts and information given in a simple and clear way.

### **3.2.3 The TV series about Sherlock Holmes**

As regards the apartment in 221B Baker Street, a special mention is deserved to the TV series “Sherlock”, which stars Benedict Cumberbatch and Martin Freeman as the detective and his assistant respectively. As said in Chapter 2, the story is set in modern times, yet it is loyal to Conan Doyle’s works. In the TV series, the outside of the building is the same as the museum but with a gate, while the shop is replaced by the restaurant “Speedy’s”. However, No. 187 North Gower Street, the set of the series, is where Giuseppe Mazzini used to live and St. Bartholomew’s Hospital is a real place, where the sleuth met Watson for the first time in “Sherlock” (Casali 2017).

### 3.3. Other places where the detective is celebrated

In addition to the museums described so far, the famous detective is also celebrated by means of four statues that can be found in Japan, Edinburgh, Meiringen and London. The first statue was built in 1988 in Oiwake, in Karuizawa Town, a famous resort in Japan. The second one was set up in 1991 in Edinburgh, Scotland, and was placed opposite to Conan Doyle's birthplace. The third statue was created in 1998 in Meiringen, Switzerland, and can be found near the museum and the Reichenbach falls. Finally, the last statue was set up in 1999 in front of Baker Street Station, in London. In 2014, it was then turned into a talking statue like others, such as those representing Peter Pan, Queen Victoria, George Orwell and many more.

London is not the only place where Sherlock Holmes' adventures take place. In fact, "The Hound of Baskerville" starts in London, but the rest of it is set in Dartmoor, Devonshire. Nowadays, tours are organized in Devonshire, which stop at places such as Fox Tor Mire, used as the basis for Grimpen Mire.<sup>38</sup> A particular one is called "Baskerville Experience", a Sherlock-themed dinner, involving mysteries, Victorian recipes and a carriage ride. There is also a book "Arthur Conan Doyle, Sherlock Holmes and Devon: A Complete Tour Guide & Companion", that enables the tourists to retrace the steps made by the author to write the book (Brandstatter 2015; Lee 2009). A curious fact about this novel concerns a big mistake made by Umberto Eco, who paid his tribute to the author and his character calling one of his characters in "Il nome della rosa" "Guglielmo from Baskerville". In this way, he used the surname as the name of a town Guglielmo came from (Casali 2017).

In the USA, others important 'literary' sites can be found which are not strictly related to Sherlock Holmes. These are sites such as The Algonquin Hotel in New York, which also contains many literary connections, The Mysterious Bookshop in New York too, one of the oldest mystery bookshops that has a lot of Conan Doyle first editions and Sherlockian items. Then, the International Exhibition of Sherlock Holmes is an event touring through cities like Denver, Seattle, and Dallas. It allows one to walk through Victorian London side-by-side with Conan Doyle and help the detective solve crimes and

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<sup>38</sup> <https://www.uniquedevontours.com/things-to-do-in-devon/hound-baskervilles-tour/> (last visited on 05/05/2022)

mysteries. It will be taught his practices and techniques that have had a deeply impact on the ways of investigations of the police and the modern forensics. As Sherlock Holmes would say: “The game’s afoot!” (Brandstatter 2015).<sup>39</sup>

### 3.4 Some final considerations

In this paragraph, some final considerations are made about the language used in websites and travel articles analysed so far.

In all the websites analysed, sentences are mostly short, simple and clear with many keywords. They are more essential and straightforward than those in travel articles containing description or history. They use modern words and tend to be more informative than persuasive. All these techniques create the effect of conciseness. Nowadays, the Internet plays a crucial role in the promotion of tourism and it provides easier access to some procedures, such as online payment or booking for most of places that tourists want to visit.

By contrast, all the travel articles taken in consideration are mean to promote and advertise the ‘literary’ places related to Sherlock Holmes not only for fans but also for tourists. In this case, most of them are formal, while one or two have an informal register. The formal ones are written by experts or critics about the topic and are more objective than the informal ones. Usually, they tend to use emphatic words to persuade visitors and also aim to inform them. The ‘literary’ language has created the new word *Sherlockian*, meaning an expert about Sherlock Holmes. The promotion of these places involves giving information not only about the places themselves but even a map to reach them, services, history about the place, their prices, special events, useful contacts, accommodation and others attractions in the area.

To conclude, for fans/lovers of the consulting detective in all his adaptations, the United Kingdom is not the only place to go. Rather, there are places and attractions all around the world that they can visit. Nowadays, the ‘literary’ places revolving around Sherlock Holmes are an important and original part of various tourist routes taken by the literary works and their adaptations. In fact, over the years, many adaptations such as TV

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<sup>39</sup> <https://exhibitsdevelopment.com/exhibitions/the-international-exhibition-of-sherlock-holmes/> (last visited on 05/05/2022)

series, movies and more have inspired the creation and setting up of a large number of sites and tourism experiences related to Sherlock Holmes and his saga in various parts of the world. They all stress the fact that the stories about the sleuth have become a myth and a legend, which to a certain extent have blurred the distinction between reality and fiction.

## Conclusions

All the attractions described and discussed in this dissertation concerning Sherlock Holmes have shown that literature can influence various scientific fields and industries, including economics, science, especially forensic investigations, and clearly culture and tourism. This dissertation has mostly focused on the impact of Sherlock Holmes myth on tourism, especially ‘literary’ tourism and its language (see the first chapter). Then, in the second chapter, the famous character of Sherlock Holmes, his origins and adventures are narrated. The dissertation has shown how all these phenomena have brought about the ‘literary’ tourism concerning Sherlock Holmes all over the world. It might be thought that only London has attractions related to him, but the truth is that in many other places proof can be found of his influence, even in the most unexpected places. However, the analysis has mainly focused on the museum in London, on the related website and leaflet.

All the observations made in this dissertation have helped me realize how language follows patterns of its own way depending on different factors, such as audience, genre, register, message, purpose and even the author himself. The author plays an important role because any author applies unique features to write a text, that is they express their unique style. Style differs from person to person and it is almost impossible to imitate. This is true not only of the language of ‘literary’ tourism, but of all kinds of tourism and also literary works.

Although Arthur Conan Doyle did not really like his works about the consulting detective – he indeed preferred other genres – he is still largely known for creating this character. In fact, the sleuth has a great success even nowadays. On the contrary, the other works written by the author are not as famous as the ones about Sherlock Holmes, even though they are quite well known. The many distinct ways used to honour this character and his creator have been discussed in this dissertation: e.g., four museums, four statues, movies, TV-series and various kinds of attractions and sites around the world.

An important concept discussed in this dissertation is the word “Sherlockian”. It is an important keyword linking the three chapters together. It indicates very knowledgeable and expert fans of Sherlock Holmes or somebody resembling him very much, mainly because of their deduction skills. The creation of this new word is an important part of the language of literary tourism revolving around Sherlock Holmes. It

derives from the detective's name and was testified by the analysis of the leaflet of the Sherlock Holmes Museum in London.

Furthermore, it is important to notice that the tourism concerning the detective and his world does not only involve 'literary' places directly connected to Arthur Conan Doyle's original works. A Sherlockian might also be interested in Sherlock-Holmes-based tourism: instead of the original 'literary' character, s/he would look for the places described or seen in one of the many adaptations. This obviously produces more related attractions and sites, and someone might wonder whether it is still correct to call it 'literary' tourism or not. I believe that visiting, for example, the setting of one of the movies starring Robert Downey Junior or the TV-series "Sherlock" with Benedict Cumberbatch can also be defined as 'literary' tourism, or at least it can be considered an extension or a particular branch of it.

I think that, considered the origin of the character, it should still be called 'literary' tourism as I mentioned previously. For example, let us to consider the literary works that inspired the TV series "Buffy the Vampire Slayer", "Teen Wolf", "Gilmore Girls", "Supernatural", "Friends", "The Big Bang Theory" or "Bonnie and Clyde". These do not originate from literary works but they represent adaptations from non-literary works. Some places related to them have also become tourism sites, yet they differ in their origin from Conan Doyle's inspired tourist places. The first two TV series were originally movies, while the rest of them, except the last one that comes from the real life. Therefore, even though they share some features of tourism related to Sherlock Holmes, I believe that they belong to another type of tourism because of their origin. This could be a topic to explore in another dissertation.

Another interesting topic to develop can be found in a further deeper analysis of the 'literary' tourism language of the museums in Switzerland or the in Minnesota. The reason is due to the fact that although they share the same theme, i.e., Sherlock Holmes, they have different qualities making them unique in their own special way.

In an interview with Adrian Conan Doyle, the author's son, the journalist Joan Blackwell defined the influence of Sherlock Holmes as "an incredible literary cult". There seems to me to be no religious implication for this, but this character has definitely left a deep mark. The fact that everyone knows about Sherlock Holmes testifies for this. He is a genius, brilliant and clever man that can always figure out the truth. Actually, it would

be more correct to say that this was nearly always the case, because some other people outsmarted him on some occasions, though hardly anybody knows about this or remembers it. One of these people is, for example, Irene Adler. For a real Sherlockian, this female character is a well-known figure, but it is not so for the most people. In fact, when someone is particularly brilliant and good at making deductions, s/he can be called Sherlock, not Irene. This makes it quite obvious that Sherlock Holmes is the iconic figure which describes someone with these characteristics. An example of a lady who was named after Sherlock Holmes is Mrs. Grace Humiston, a lawyer. She is better known as "Mrs. Sherlock Holmes", in that she solved the case of the disappearance of an 18-year-old, Ruth Cruger, and found her body. For this reason, the New York City Police Department appointed her special investigator in July 1917.

This dissertation has shown that Sherlock Holmes is possibly the most influential detective not only of all mystery literature but of history too. Furthermore, this has happened in spite of the fact that he is a fictional character, who never really existed and was created by Sir Arthur Conan Doyle, a doctor who became a writer.





## Summary

Il turismo letterario e il suo linguaggio sono le tematiche trattate, in questo particolare caso si considera il personaggio letterario di Sherlock Holmes, i suoi musei, soprattutto quello di Londra.

Nel primo capitolo viene discussa questa tipologia di turismo che ha un'origine piuttosto antica, e solo recentemente ha ottenuto una vera e propria definizione con turismo culturale. Dann, un famoso sociologo, afferma che ci sono quattro macro-modelli per la promozione del turismo: linguaggio di autenticazione, linguaggio di differenziazione, linguaggio di ricreazione e linguaggio di appropriazione. Il linguaggio è parte cruciale di questo processo e aiuta a formare la visione che i turisti hanno di un dato luogo. "Discourse" è un termine complesso e in questo caso si riferisce alle guide turistiche, pubblicità, siti web informativi, articoli di viaggio, brochure e blog, il cui linguaggio è caratterizzato da alcune caratteristiche comuni. Recentemente il turismo è cambiato molto, grazie al sempre più ampio uso di Internet e, di conseguenza, la sua promozione: introduzione di nuovi generi come blog, newsletter, forum, chat ed email, che portano nuovi registri informali relativi al turismo: "Web Style". Nei siti web le parole-chiave e frasi sono più abbondanti e devono essere chiari, corti, correnti, informativi e ricchi di sinonimi per renderli di più effetto. Il linguaggio del turismo è creativo e vario, alcune volte prende in prestito parole da campi semantici come economia, geografia, storia, arte, cucina e trasporti. Di solito i linguaggi specializzati non usano parole empatiche, il tono è neutro e hanno scopo informativo, mentre questo non mira solo ad informare, ma anche a persuadere le persone con parole piene di emozioni. Molti materiali cartacei e online condividono le caratteristiche descritte, ma ci sono anche review, report, travelogue, feedback e commenti, che si trovano in specifici forum e community. Ci sono nuovi generi specifici del turismo letterario, nel tempo in Gran Bretagna, sono stati posizionati memoriali e placche blu nei luoghi relativi alla letteratura, con cerimonie ufficiali per onorare gli autori e i loro personaggi, ed è visto come un segno d'orgoglio e una parte importante dell'identità nazionale. Il turismo letterario dei siti inglesi, si è sparsa anche nel resto dell'Europa. John Ruskin ha suggerito l'opzione chiamata "musealizzazione", che indica il processo di trasformazione in musei. Londra è molto importante nel turismo letterario perché è la città di molti autori e delle loro opere,

infatti è anche chiamata Londra letteraria, ideale per un nuovo tipo di turismo. Quindi, questo rende il turismo letterario e il turismo in generale, l'industria più grande e di più successo in tutto il mondo, ed in costante crescita.

Nel secondo capitolo si tratta di un interessante e speciale caso di turismo letterario riguarda il personaggio fittizio di Sherlock Holmes, un consulting detective famoso a livello mondiale, creato da Sir Arthur Conan Doyle. La sua storia è alquanto curiosa, il suo indirizzo non esisteva fino al 1990. Grazie alle numerose lettere mandate a questo indirizzo, è stato deciso di crearlo con un museo che rispecchi la sua casa, basandosi sulle indicazioni descritte dall'autore. Una cosa importante da considerare è che, nonostante l'autore non fosse particolarmente affezionato al detective, e preferisse altri generi letterari, è principalmente ricordato per questa creazione. Arthur Conan Doyle era un autore, giornalista e dottore e ha scritto molte opere utilizzando diversi generi, di cui due ne è il fondatore con Edgar Allan Poe. Le avventure di Holmes appartengono al sottogenere del "giallo deduttivo", che richiedono un ragionamento deduttivo nella risoluzione dei casi. Anche oggi, Holmes è un conosciuto e popolare personaggio della letteratura inglese, rappresentandone gli ideali del periodo vittoriano come intelligenza, arguzia e ingegno. Dopo un viaggio in Svizzera, ha deciso di uccidere il suo personaggio in uno dei luoghi visitati, creando grande disappunto tra i lettori, che lo convinsero a riportarlo "in vita". Conan Doyle ha scritto 60 opere in totale sul detective, quattro di queste sono romanzi, mentre i rimanenti sono racconti brevi. Uno studio in rosso, Il segno dei quattro, Uno scandalo in Boemia, I cinque semi d'arancio, Il cerimoniale dei Musgrave, Il mastino dei Baskerville e L'avventura della pietra di Mazarino sono le opere scelte per l'analisi, in quanto contengono molti riferimenti letterari dell'appartamento del 221B Baker Street, usato come modello nei musei. Il narratore nella maggior parte delle opere è il coinquilino e amico di Holmes, John Watson, che rappresenta l'autore stesso in un certo senso, e le loro avventure vengono raccontate in diari, in cui è introdotta la scienza della deduzione. Sherlock Holmes ha avuto un impatto unico sui lettori ed è considerato il più famoso tra le storie sui detective, per le sue abilità di raccogliere prove basate sull'osservazione, e l'utilizzo del ragionamento deduttivo, metodo usato anche dal Dr Bell, famoso dottore a cui si è ispirato l'autore. È un personaggio molto complesso e un lavoratore compulsivo sui casi da risolvere con abilità senza pari, e in una sua famosa citazione questo è chiaro: "Dopo aver eliminato l'impossibile, ciò che rimane, per quanto

improbabile, deve essere la verità". John H. Watson, conosciuto come Dr Watson, è amico, assistente e coinquilino di Sherlock Holmes. Narra 56 delle 60 storie scritte su di loro. In seguito al suo ritorno a Londra, un amico gli presenta il consulente investigativo Sherlock Holmes, che cerca qualcuno con cui condividere l'affitto dell'appartamento 221B Baker Street. Spesso nelle adattazioni viene visto come stolto e si contrappone al freddo, distaccato, razionale detective.

Nel terzo capitolo vengono esposti i 4 musei dedicati a Sherlock Holmes che riproducono l'appartamento in cui vivono il detective e il suo assistente nel mondo. Poi è analizzata la relazione tra Conan Doyle, le sue opere e il turismo letterario derivato da entrambi, nello specifico, il linguaggio dei siti web, articoli di viaggio, brochure e video dei quattro musei, soprattutto quello londinese. Al mondo esistono molti siti dedicati a Sherlock Holmes, di cui circa 200 solo a Londra. Quelli più degni di nota sono quattro musei che riproducono l'appartamento 221B Baker Street e sono: the Sherlock Holmes Museum a Londra, a Lucens e Meiringen, e the Sherlock Holmes Collection in Minnesota. Il primo museo aperto è stato quello londinese nel 1890 con il numero civico 85, invece di 221B, che viene cambiato ufficialmente nel 1990. Il secondo, aperto nel 1965 a Lucens, Svizzera, è stato chiuso per dieci anni e ha riaperto nel 2001. Adrian, uno dei figli dell'autore, viveva a Chateau de Lucens e ha creato questo museo dedicato alle opere del padre. Alla sua morte il castello è stato chiuso e la collezione è andata alla Arthur Conan Doyle Foundation, creata dallo stesso. Gli appassionati hanno continuato a chiedere di poterlo visitare anche dopo la chiusura. Il terzo museo si trova in Minnesota, USA, dal 1974. L'università del Minnesota Library tra le sue collezioni speciali ospita la più larga collezione di materiali di Conan Doyle e Sherlock Holmes. Le prove del durato successo di Sherlock Holmes si possono trovare più facilmente qui che a Londra. L'università afferma di avere la più larga collezione al mondo di memorabilia di Holmes e contiene migliaia di libri, giochi, poster, registrazioni, manoscritti originali e molto altro. Questa collezione è iniziata nel 1974 da un bibliotecario in pensione con un approccio tale da raccogliere ogni singolo e possibile oggetto relativo a Sherlock Holmes. Il quarto museo di Sherlock Holmes è a Meiringen, Svizzera, dove il detective ha affrontato la sua nemesi Moriarty per l'ultima volta e ha falsificato la sua morte. Inoltre si può trovare l'hotel dove Holmes ha trascorso la sua ultima notte. È stato aperto il 4 maggio 1991, nel centesimo anniversario della morte dello stesso. A quell'evento

presenziarono i rappresentanti della Sherlock Holmes Society of London e Miss Jean Conan Doyle, figlia dell'autore. L'ultimo museo può essere considerato sia il primo che l'ultimo, a causa dell'ufficiale cambio di indirizzo, si trova al 221B Baker Street, Londra, ed è il perfetto miscuglio tra realtà e finzione. Negli anni ci sono state varie controversie per il numero, poiché era diverso da quello scritto nel libro. Con la loro riorganizzazione, poiché tecnicamente esisteva ma era impossibile da raggiungere, perché si trovava in un blocco di edifici della Abbey Road Building Society, che ha iniziato a ricevere lettere per Holmes, portandoli ad aprire "secretary of Sherlock Holmes" con un addetto per rispondere. Nel 1990, la Sherlock Holmes International Society ha aperto il Museum of Sherlock Holmes in Baker Street, nell'edificio in stile georgiano che ricordava quello descritto nelle opere. Prima aveva il numero 237, creando confusione per la posta fino al 2002, quando la questione è stata risolta e gli è stato dato il numero 221B, durante una cerimonia con la placca blu. Nel primo piano sono riprodotte il soggiorno e la camera da letto del detective, mentre le stanze del secondo piano, in cui dovrebbero trovarsi le camere da letto di Watson e la Signora Hudson, sono usate per le esibizioni. La stanza di Watson è più incentrata su Holmes, con oggetti iconici, come la lente d'ingrandimento o il suo celebre cappello, mentre quella della Signora Hudson sui casi svolti come souvenirs da Musgrave, foto dei Baker Street Irregulars e altro. Nel secondo e terzo piano si trovano riproduzioni delle scene importanti dei libri, con statue di cera accompagnate da un disegno con relativa descrizione. Un disegno con note di Russell Stutler, che ha provato a riprodurre la mappa dell'appartamento basato su riferimenti letterari, è la rappresentazione più fedele del 221B di Baker Street. Oltre a questi quattro musei, si possono trovare quattro statue dedicate al detective in Giappone, Edimburgo, Meiringen e Londra. Oltre a Londra, il romanzo Il mastino di Baskerville inizia nella capitale, ma il resto si svolge nel Dartmoor, Devonshire. Anche lì, ci sono tour e guide turistiche dedicate a Sherlock Holmes e Conan Doyle.

Inoltre, il linguaggio letterario ha creato una nuova parola: Sherlockiano, esperto su Sherlock Holmes. Oggi i luoghi letterari sono una parte importante del turismo relativo al detective e questo prova che le sue storie sono ormai un mito e una leggenda.

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