Leisure, Travel and Mass Culture

‘The history of tourism is the story of the modern world’

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Discover the pleasures of nineteenth and twentieth century leisure travel and the growth of tourism for the masses.

Leisure, Travel and Mass Culture charts the development of one of the world’s largest and most culturally significant industries. The growth of leisure travel has profoundly influenced global society in the past two hundred years. This collection of unique primary sources allows scholars and students to trace the evolution and impact of this phenomenon.

From the emergence of travel agencies in the 19th century, to the impact of wilderness tourism on American national identity, and the golden age of package holidays in the 1970s, this resource offers a wealth of essential material for any scholar or student of social, cultural and business history.

Material is sourced from a wealth of international archives, including the unique archives of Thomas Cook, the world’s best known travel agency and a pioneer of tourism for the masses.

Key Themes
- The Great Outdoors
- Road, Rail and Air Travel
- Package Tours, Cruises and Organised Travel
- Seaside and Coastal Destinations
- Historical, Cultural or Religious Tourism
- Health and Medical Travel
- International Relations
- Urban Tours and City Breaks
- Accommodation, Hospitality and Entertainment
- Planning and Business
- Women and Tourism
- Children and Families

Introduction

Overview

1822
1850
1884
1892
Collection Highlights

- Records of package travel innovator Thomas Cook from its first tour in 1841 through to the modern era (including the Excursionist magazine)
- Material on iconic seaside resorts such as Coney Island, Rockaway Beach and Blackpool
- Diaries and scrapbooks documenting leisure travel from the 1800s to the 1970s
- Early accounts of the ‘American Grand Tour’ describing the birth of American vacations through trips to Saratoga and Niagara Falls
- Guides to wilderness tourism destinations such as Yosemite, Yellowstone and the White Mountains
- Marketing materials and brochures showing the extraordinary growth of international package holidays in the 1960-1980s
- The impact of transportation on leisure history, through records of railroad industry greats such as Pullman; cruise liners including Cunard White Star Line; the revolution in flight; accounts of automobile travel and the emergence of the road trip
- Promotional films from the 1930s-1960s encouraging leisure travel

The Business of Tourism

The tourism industry’s leading brands are well represented in this resource, including:
- Thomas Cook
- Rand McNally
- Wagon-Lits
- Lunn Poly (Polytechnic Touring Association)
- Camping and Caravanning Club
- American Hotel Association (AHLA)
- Pullman Company
- Cunard White Star Line
- Raymond and Whitcomb Tours
Explore the history of popular tourism and leisure travel through a wide range of primary sources, including ephemera and advertising materials; business records; personal accounts, diaries and scrapbooks; photographs and promotional films.

Materials have been carefully selected from the following international libraries and archives:

- Blackpool Central Library Local History Centre
- Brooklyn Historical Society
- California Historical Society
- The Camping and Caravanning Club Archive
- John W. Hartman Center, Duke University
- J. Edgar & Louise S. Monroe Library, Loyola University New Orleans
- Massachusetts Historical Society
- Michigan State University
- The National Archives, UK
- The Newberry Library
- New Hampshire Historical Society
- The New York Academy of Medicine Library
- The Thomas Cook Archives
- University of Florida, George A. Smathers Libraries
- University of Westminster Archive

The following scholars have provided essays, advice or feedback:

- Dr Brad Beaven
  University of Portsmouth
- Sean Griffin
  Brooklyn Historical Society
- Dr Marguerite Shaffer
  Miami University
- Tony Sharkey
  Blackpool Central Library Local History Centre
- Paul Smith
  Thomas Cook Archives
- Dr Anthony Stanonis
  Queens University, Belfast
- Professor Michele Strong
  University of South Alabama
- Professor Eric G. E. Zuelow
  University of New England, Editor of the Journal of Tourism History

Subject Areas

Leisure, Travel and Mass Culture is an interdisciplinary resource that will appeal to a wide range of scholars working on subjects such as:

- Social and cultural history
- Tourism and leisure
- Sociology
- Advertising and consumerism
- Globalisation and transnationalism
- Business and industry

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