
Consuming Experiences: The Business and Technologies of Tourism

Center for the History of Business, Technology, and Society • Hagley Museum and Library, Wilmington, Delaware

Friday and Saturday, November 12-13, 2004

Friday, November 12, 2004

9:30-11:30 Panel 1: The Packaged Tour

Theresa Collins, Thomas A. Edison Papers, Rutgers University
Designs for Global Living: Revisiting Intercontinental Hotels

Evan R. Ward, University of North Alabama
Return of the Prodigal Sun: Xanadu and the
Europeanization of Cuban Tourism

Kenneth J. Perkins, University of South Carolina
The Compagnie Générale Transatlantique and the
Development of Saharan Tourism in North Africa

Comment: Christine Skwiot, Georgia State University

11:30-12:30 Lunch

12:30-2:30 Panel 2: Marketing Place

Thomas Zeller, University of Maryland
Consuming Landscapes: Creating Landscapes for Tourism
in the United States and Germany, 1920-1970

Philip Whalen, Coastal Carolina University
The Gastronomical Fair of Dijon as Consumer Utopia

Molly Hurley, Graduate Center of the City University of New York
"Living History" in Belfast: The Tourism of Political Violence

*Comment: Janet Davidson, National Museum of
American History, Smithsonian Institution*

3:00-5:00 Panel 3: Tourism of the Cold War

Patrick Patterson, University of California, San Diego
Danger Liaisons: Soviet-Block Tourists and the Temptations
of the Yugoslav Good Life in the 1960s and 1970s

Keith R. Allen, Woodrow Wilson International Center for Scholars
Nuclear Armageddon as Roadside Attraction. Visiting the
Cold War in Germany, South Africa, and the United States

Shawn Salmon, University of California, Berkeley
Dollars *non olet*: Intourist and Hard Currency Stores in
Soviet Russia

Comment: James Brophy, University of Delaware

Saturday, November 13, 2004

9:30-11:30 Panel 4: Religion

Brian Bixby, University of Massachusetts
Consuming Simple Gifts: Shakers and Visitors

Suzanne Kaufman, Loyola University Chicago
Plastic Madonnas and Packaged Holy Tours: Pilgrimage to
the Lourdes Shrine and the Culture of Consumption

Aaron Ketchell, University of Kansas
"I Would Much Rather See a Sermon Than Hear One":
Consuming Faith at Silver Dollar City

Comment: Ann Boylan, University of Delaware

11:30-12:30 Lunch

12:30-2:30 Panel 5: Nature

David L. Harmon, Finger Lakes Community College
Getting Back to Nature: Woodcraft, Leisure Camping, and
the Rise of the Recreational Vehicle Industry

Joseph Alsop, McMaster University
Science in the Service of Tourism: The Florida Board of
Health and the Quest for the Tourist, 1890-1914

Donald G. Wetherell, University of Calgary
Making the Animals Pay: The Tourist Trade in Prairie
Canada, 1930-1950

Comment: Bryant Tolles, University of Delaware

3:00-4:30 Panel 6: Tools

Micheline Nilsen, Pratt Institute
From Travel Companion to Planning Tool: The Guidebook
as Compiler of Architecture History

Guillaume de Syon, Albright College
Consuming Airspace: Airline Advertising Maps and
Tourism, 1919-1939

Comment: Roberta Tarbell, Rutgers University

*Image: Pikes Peak Auto Highway, Burlington Route - direct to Colorado.
Courtesy of The Burlington Route. Hagley Museum and Library collections.*
