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
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, 1950-1950
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