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# Encounters: Travel and Tourism in Historical Perspective

Seton Hall University, Department of History

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# The Jet Set

Air Travel and U.S.  
Global Power  
1958-1978



**Jenifer Van Vleck**

Curator, Social and Cultural  
History of Aviation  
Smithsonian National Air  
and Space Museum

**Thursday, January 25, 5:30 pm**

Faculty Lounge, University Center  
Seton Hall University

*Event is free and open to the public.*

In 1958, Pan American World Airways ushered in a new era of passenger air travel with the introduction of the Boeing 707. In popular culture, jets symbolized American national greatness and global power. Yet the cultural and political meanings of "jet-setting" were more complex, contested, and contingent than glamorized images of the early jet age would suggest.

# ENCOUNTERS

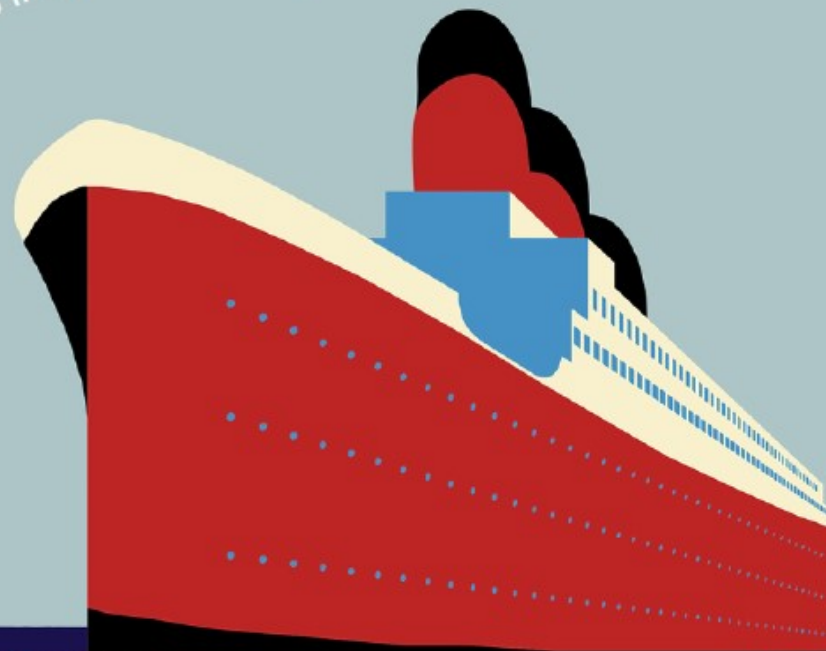
TRAVEL AND TOURISM  
IN HISTORICAL PERSPECTIVE

A Symposium in Comparative History

**25-26 JANUARY 2018**

Faculty Lounge  
Seton Hall University Center

The event is free and  
open to the public.



### Conference Notes:

[illegible]

## Conference Notes:

## Encounters: Travel and Tourism in Historical Perspective

A Symposium in Comparative History  
Seton Hall University, Department of History  
January 25-26, 2018



*Greetings from Newark, New Jersey (ca. 1930-1945). Boston Public Library,  
The Tichnor Brothers Collection #62185*

For centuries, travel and tourism have served as venues through which individuals encounter, articulate, and grapple with notions of difference. Travelers and “armchair tourists” alike engage with the world and learn about distant places—even as the practices of tourism promote forms of knowledge that are often inaccurate and connections that are often more imagined than real. Providing windows to the social and cultural norms of the past, tourism tell us much about the mobility of peoples, ideas, and cultures, but also about global imbalances of power. The spectacle and voyeurism inherent to tourism has led to environmental and economic exploitation and to stereotypical representations of the “other.” Yet tourist practices have also forged new connections and given rise to efforts at historical, cultural, and environmental preservation. Travel guidebooks, photographs, actualité films, newsreels, postcards, and the writings of travelers themselves have worked to control and engineer the representation of the “native” environment, and have thus fashioned imperial propaganda. But tourists and their associated objects do not speak with one voice, and tourism has also served to undermine imperial ambitions. Travelers, tourists, and their material culture evoke carefully crafted but often competing narratives about encountering difference—narratives that then become mobile themselves, developing their own afterlives as those memories of travel are shared in new spaces.

This symposium aims to investigate the social, political, economic, ethical, and historical power of travel and tourism. Some of the questions that this symposium wishes to address are: Are travel and tourism transformative experiences? How do travelers and tourists register and remember their encounters with difference—and how have these representations changed over time? How do souvenirs, memorabilia, and travelogues circulate and facilitate imagination of other people and places? How has tourism contributed to—and undermined—the process of empire-building?



**Location:** *All events will take place in the Faculty Lounge,  
Seton Hall University Center, South Orange Campus*

**Thursday, January 25**

5:30-7:00 **Keynote address:** Jenifer Van Vleck  
Curator of Aeronautics, Smithsonian National Air and Space Museum  
*The Jet Set: Air Travel and U.S. Global Power, 1958-1978*

**Friday, January 26**

9:00-9:30 Coffee and Introductions

9:30-11:00 **Session 1: Travel and Tourism in the Post-World War II Era**  
Moderator: Maxim Matusевич, Seton Hall University

Guillaume De Syon, Albright College  
*"Unite for our City!" Rebuilding Urban Tourism in Post-World War II West Germany*

Tiffany Gill, University of Delaware  
*A Guide to the Tropics: The Greenbook and African American International Leisure Travel*

Scott Laderman, University of Minnesota, Duluth  
*Bill and Joe's Excellent Adventure: Pocket Guides, Military Tourism, and American Empire-Building in the Global Cold War*

11:00-11:15 Coffee Break

11:15-12:30 **Session 2: Europe from the Outside In**  
Moderator: Laura Wangerin, Seton Hall University

Ricky Law, Carnegie Mellon University  
*Traveling for National Salvation: Interwar Japanese Travelogues on Germany*

Larissa Kopytoff, New York University  
*The Travels and Tribulations of Ibrahim Kachala: Race, Imperialism and Mobility in the Early Twentieth Century*

12:30-1:30 Lunch Break

successful empire—clashed with the realities faced by tourists on shore. At stake in this struggle between the implementation and transgression of boundaries was the very essence of imperial anxiety over racial mixing, sexual impropriety, and social status.

**Matthew Harshman**, Doctoral Candidate, University of Illinois at Urbana-Champaign  
(harshmn2@illinois.edu)  
*The Caribbean, the Cruise, and the American Civil War: Forming a Discourse of Shipborne Tourism during the Blockade, 1860-1865*

My paper looks at the relationship between the American Civil War and early tourism in the Caribbean, arguing that the formation of cultural, political, and economic infrastructure by Americans moving through the space during wartime formed the basis of a discourse of leisure that would reverberate through the remainder of the 19<sup>th</sup> century and into the 20<sup>th</sup>. The Union blockade of the Confederate coastline, issued in April 1861 and progressively enforced throughout the war, had crews from both sides not only re-contextualize what they considered the battlegrounds of the Civil War to be, but forced them into contending with the war in an inter-imperial, supposedly neutral space. Looking at blockaders, blockade runners, and other seafarers plying these waters, I emphasize the space of the ship and the people on them, exploring how this particular form of mobility and positioning not only cast sites within the Caribbean as tourable, but interwove a shipborne tourism with the construction of American national identity, imperial ambitions, masculinity, and race. This paper moves beyond the narrative that Caribbean cruise tourism arose at the turn of the century merely out of economic necessity by industries like the United Fruit Company, arguing that these companies were tapping into an existing form and rhetoric of tourism that had its origins decades earlier.

### Acknowledgements

Many people have made this symposium possible. The organizing committee would like to acknowledge the generous support of the Department of History, College of Arts and Sciences, and the Office of the Provost. A special thanks to Associate Provost Dr. Gregory Burton who provided much-appreciated support and encouragement as well as the department administrator, Roslyn Jenkins, and our student workers, Rodney Chin and Marai Domio, for their assistance.

### Seton Hall University, Department of History, Symposium Organizing Committee:

Sara Fieldston, Chair  
Anne Giblin Gedacht  
Nathaniel Knight  
Maxim Matusевич  
Golbarg Rekabtalaei  
Laura Wangerin

**Larissa Kopytoff**, Doctoral Candidate, New York University (larissa.kopytoff@nyu.edu)  
*The Travels and Tribulations of Ibrahim Kachala: Race, Imperialism and Mobility in the Early Twentieth Century*

In 1906, Ibrahim Kachala—born in French West Africa and claiming descent from the rulers of the Bornu empire in northern Nigeria—traveled to France, eager to “encounter and learn from European civilization.” Over the next sixteen years, as he traveled through Europe and the Middle East, dozens of government reports and newspaper articles described him, at various moments, as an interpreter, an adventurer, a troublemaker, a pilgrim, a tourist, a thief, a pauper, and a prince. Officials in Europe and France’s African colonies shared, and sought, information about Kachala, hoping to definitively confirm his identity, his claims of royal descent, and his nationality—and to find out whether they could, legally, restrict his movements or send him back to West Africa. Yet the answers to those questions remained elusive, owing both to Kachala’s changing stories and multiple identity papers and to the changing boundaries, states, and legal regimes through which he traveled. In this paper, I use the travels of this “black prince,” as he was often described, as a lens through which to examine the interplay of race, imperialism, and mobility in the first decades of the twentieth century. Amidst unstable national and imperial boundaries—and the efforts by governments to more formally “fix” individuals’ identities and keep track of their movements with passports and identity papers, fingerprints, and photographs—Kachala’s extensive travels within and beyond the boundaries of the French empire challenged the cultural and racial hierarchies upon which imperialism, and European society, rested.

### **Session 3: Colonialism Adrift**

**Kris Alexander**, Assistant Professor, University of the Pacific  
(kalexanderson@pacific.edu)  
*Colonial Classrooms at Sea: Dutch Passenger Liners, 1920-1942*

During the 1920s and 30s, Dutch passenger liners carried thousands of travelers between Europe, the Middle East, India, and Southeast Asia. The peaceful images presented to European tourists in colorful brochures, however, overlooked the ways passenger ships embodied imperial instabilities and reflected the varied and confusing relationships between metropole and colony. The ship, therefore, became a colonial classroom where Europeans were taught to interact with non-Europeans in ways that exported terrestrial structures of empire across global maritime networks. Onboard Dutch passenger liners, segregation was essential in establishing and maintaining imperial norms around race, class, religion, and gender and shipping companies tightly regulated maritime spaces in the hopes that European passengers would transition from the disparate identities of the metropole into a consenting and unified group while at sea. Colonial ideologues assumed that if tourists learned how to maintain order through hierarchies, segregation, routines, and etiquette onboard, they would reinforce colonial norms after arriving in the colony or metropole. Europeans were able to practice their impending terrestrial roles through interactions with the ship’s Indonesian staff of stewards and nannies and officers encouraged the “viewing” of non-European travelers in the third class. Once in the Netherlands East Indies, some Europeans continued their journeys onboard recently introduced pleasure cruises. These cruises facilitated a European gaze over exoticized colonial landscapes and peoples during day excursions ashore. Images of an “Indies” filled with docile and grateful Indonesians—working together with Dutch colonists to create an orderly and

1:30-2:45

### **Session 3: Colonialism Adrift**

Moderator: Golbarg Rekabtalaei, Seton Hall University

Kris Alexander, University of the Pacific  
*Colonial Classrooms at Sea: Dutch Passenger Liners, 1920-1942*

Matthew Harshman, University of Illinois at Urbana-Champaign  
*The Caribbean, the Cruise, and the American Civil War: Forming a Discourse of Shipborne Tourism during the Blockade, 1860-1865*

2:45-3:00

Coffee Break

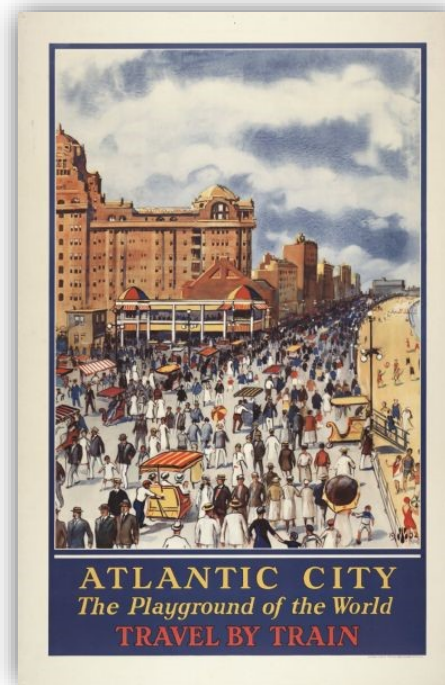
3:00-5:00

### **Roundtable Discussion and Closing Remarks**

Moderators: Sara Fieldston & Anne Giblin Gedacht, Seton Hall University

5:30

Dinner: Giorgio’s Ristorante, South Orange



Atlantic City, NJ: Latham Litho and Printing Company, 1934.  
Library of Congress, LC-USZC4-2327

## Abstracts:

### Session 1: Travel and Tourism in the Post-World War II Era

**Guillaume De Syon**, Professor, Albright College (gdesyon@albright.edu)  
*'Unite for our City!' Rebuilding Urban Tourism in post-World War II West-Germany*

In January 1945, the Frankfurt Oberbürgermeister's office placed an order for tourism brochures that would advertise the city's historic sites, especially the old town and Goethe's house. Yet these places had already been leveled in Allied bombings. Such actions, however, reflected the belief that tourism would remain an important element of consumption in postwar years. Indeed, the successor administration, chosen in 1946, sought to capitalize on such touristic efforts and plan a continuity with pre-war travel Frankfurt.

This paper considers the efforts of Walter Kolb, Mayor of Frankfurt from 1946 to 1956, to rebuild and maintain a touristic presence in his city. In so doing, this historical example shows that the notion of tourism, often criticized as providing too few benefits in relation to other industrial and consumer goods, was used for social and political purposes. In the case of Frankfurt, the tourism program and associated rhetoric contributed to the topographical recovery of the bombed out city, as well as build a cultural climate that sought to mark itself apart from the Nazi period while still using some elements characteristic of pre-war tourism.

As archival material shows, however, the personal efforts of Kolb and his associates yielded limited success. This paper considers the factors that forced the transformation of the city into a business center rather than a primary site of tourism.

**Tiffany M. Gill**, Associate Professor, University of Delaware (tgill@udel.edu)  
*A Guide to the Tropics: The Greenbook and African American International Leisure Travel*

Published for three decades during the era of segregation, the *Negro Motorist Guide Green Book* provided African American travelers with practical knowledge to help them travel "without humiliation." Created by mail carrier Victor Green, the travel guides alerted black travelers to Jim Crow laws across the nation and provided lists of hotels, private guest houses, eateries, pharmacies, beauty and barber shops that would welcome their patronage. The *Green Book* was not the first African American focused travel guide, but it was the most popular and had the longest publication run. Recent digitization of the *Green Book* by the New York Public Library has led to an abundance of scholarly and artistic treatments of the guides. Most of these works focus on the ways African Americans used the *Green Book* to navigate the perils of domestic car travel but pay little attention to the publications' international travel sections. In this paper, I wish to use the *Green Book* to explore the perils and peculiarities of international travel during the era of segregation. While the numbers of black international travelers was always smaller than those who jumped in their cars to explore the USA, I argue that African Americans used the international section of the *Green Book* as a key tool in their struggles to claim leisure spaces abroad and legitimize their continued efforts for full citizenship in the United States.

**Scott Laderman**, Professor, University of Minnesota, Duluth (laderman@d.umn.edu)  
*Bill and Joe's Excellent Adventure: Pocket Guides, Military Tourism, and American Empire-Building in the Global Cold War*

One of the most significant developments in twentieth-century U.S. foreign policy was the establishment and expansion of a network of U.S. military bases in dozens of nations around the world. While their purpose was to enable the exercise of American imperial power, in practical terms the creation of the bases meant the stationing of hundreds of thousands of often young and inexperienced Americans abroad, with hundreds of thousands of others passing through on short-term visits. While not usually conceived as such, these American personnel were not only expatriates but tourists. They interacted with the communities that hosted their bases, of course, but they also took advantage of their time abroad to tour virtually every nation on earth. "Bill and Joe's Excellent Adventure" will examine the conjunction of tourism and American empire-building through the Pocket Guide series of guidebooks published by the Pentagon in the mid and late twentieth century. While there has been growing scholarly attention to the myriad ways that guidebooks from Fodor's, Lonely Planet, and other publishers have constructed the "other," reflected and shaped historical memory, and contributed to the growth of imperial travel cultures, virtually no attention has been afforded what in fact amounted to one of the largest guidebook publishers of the twentieth-century: the U.S. Department of Defense. Unbeknownst to most tourism scholars, the Pentagon published dozens of guidebooks to numerous locales for the use of hundreds of thousands of armed forces personnel. These "pocket guides," as they were called, envisioned American troops as grassroots ambassadors working to further U.S. foreign-policy objectives while simultaneously reaping the pleasures of global travel.

### Session 2: Europe from the Outside In

**Ricky Law**, Assistant Professor, Carnegie Mellon University (rlaw@andrew.cmu.edu)  
*Traveling for National Salvation: Interwar Japanese Travelogues on Germany*

This paper examines the impact of travelers as importers and disseminators of foreign knowledge and ideologies in interwar Japan. World War I transformed international relations by improving long-distance traffic and giving rise to new political philosophies. Though still unaffordable for the masses, intercontinental transportation became more accessible after the war because of excess ocean-liner capacities and completion of the Trans-Siberian Railway. In the 1920s and 1930s, many Japanese took advantage of these changes to travel to Europe, especially Germany. Japan had been cut off from German knowledge during the war. And Germany's developments and experiences afterward, such as revolution, democratization, reconstruction, cultural experimentation, economic crises, and conflict between leftist and rightist extremists, made it an engrossing destination that demanded attention. Partly because of the exclusivity of international tourism and Japan's own postwar vicissitudes and similar struggles, many Japanese travelers gave themselves responsibility to derive lessons from Germany for Japan. They published travelogues, memoirs, pamphlets, and articles in newspapers to relate news from Germany and enlighten their countrymen. This paper analyzes these sources and presents the case that in the 1920s Japanese tourists reminisced about the bygone German Empire and dismissed the Weimar Republic's prospects. As Hitler achieved supremacy in the 1930s, many Japanese visitors were impressed by the Third Reich's policies and propaganda. Upon their return from Germany, they voluntarily advocated Nazism in Japan and Japanese-German rapprochement.