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EDUCATION, CULTURE, AND INTERNATIONAL TOURISM

A young man visiting one of the buildings at Expo 67 in Montreal was overheard by the writer saying to the girl with him, "it's good, it's educational". The attendance at Expo, forecast at 35 million people, reached 50 million. High values are being given to education and to travel in contemporary society. The possible connections call for investigation.

Is the purpose of education to help people learn how to earn a better living, or learn how to live better? Conflict of opinion between vocationalism and liberal arts has a bearing on the value and place given to foreign travel in schools, in adult education, in the use of vacations, and even in employee selection. The easiest situation to resolve is that of adults taking vacations. Foreign travel gives them experiences they could obtain in no other way. In these they acquire knowledge of art and architecture, geography, history, and foreign food, dress, working methods and entertainment. This learning is often pleasurable. These are immediate values in themselves, and they lay a basis for further learning, with its pleasure, and for pleasant memories. This addition to the enjoyment of life is commonly called culture, rather than education. In free societies there is usually a consensus that people have a right to pursue culture, though not a duty. A new concept is that there is a need for cultural enrichment among all classes and at all ages. This demands reduction of barriers to international tourism, including economic barriers.

The culture obtained from international tourism supplies a rational basis for the pleasure (it might otherwise seem sinful self-indulgence). This occurs among vacationing adults, and also among students, especially in appeals to parents to pay the expenses. Similarly the cultural benefits are often mixed with vocational benefits that increase earnings. Having traveled abroad may help, indeed, in getting a job, and travel-culture is becoming almost a vocational

necessity in some occupations—higher management in business and high political office as well as professorships in universities.

As regards international travel, the antithesis between culture and vocational education has been transcended because of modern interdependence in industry, politics, and knowledge. While understanding how a computer works is more likely to be obtained amid the air-conditioned equipment at Ohio State than among the foreign students at the Cité Universitaire in Paris, and understanding computers is useful, technologists are in urgent need of good human relations. There is a world-wide demand among students for more personal treatment, whereas the computer leads, and symbolizes, mechanization. A summer carrying a rucksack from one foreign Youth Hostel to another affords a cram course in people. In a survey of American students abroad, the leading source of satisfaction was "social interactions". As to "career development", this ranked high among arts students, low among the obtuse science students.¹

The vocational influence of travel-culture asserts itself at the hiring level. In looking for the extra qualifications, and especially the enterprise, that promise superior performance, close attention is given in personal selection to what have been called extracurricular activities. These have been reduced, however, by the greed of school administrators for turning everything from art appreciation to playing in the band into a course for credit, carrying grades and fees. The student has been robbed of things to do on his own, and the employer has been deprived of the guides these used to provide as to personality. Personal difference is still revealed, however, and acquired, in foreign travel. A reason for the persistence of long vacations on the pattern of the historic British universities has been that they permit the valuable educational supplement of foreign travel.

A semester or a year at some educational institution abroad is being made a curriculum option by some schools. This demands organized study for academic credit. The discipline may conflict with exploration. It is different, however, when the full program of a school abroad is taken, just as it is given to all other students. Diplomats obtain this advantage for their children when they enroll them in local primary or secondary schools.

The firmest relation between foreign travel and formal education is the taking of successive degrees in higher education at institutions in different countries. Originally, students in many countries had no choice but to go abroad for advanced studies—to Germany in the nineteenth century for science, to Britain or Spain for law. The only country in which to study business ad-

ministration has been, until very recently, the United States. The spread of higher education enables students to advance through several levels in one institution. Nevertheless, they are encouraged by the better institutions to transfer, if for no other reason than to increase the variety of their instructors and colleagues. The strongest assurance of real variety in professors and environment is obtained by going abroad. This variety has been proved to be very effective in stimulating discovery in science as well as creativity in literature. Though leadership in many fields of learning is now claimed by Harvard, much of that is owing to Russian refugees like mathematician Norbert Wiener, Englishmen like philosophers A. N. Whitehead and I. A. Richards, German refugees like Walter Gropius the architect, and others for whom Harvard has been a foreign stimulus. Americans may continue to receive the stimulus to originality by study abroad, like Nobel prizewinner James D. Watson at Cambridge, England, despite superior technical facilities at home.

Scholarly Communities

There are centres that are pre-eminent in what is today called research (formerly scholarship or learning). These research centres induce a great deal of international travel. They owe their position to the eminence of the scientists and writers who have gathered there, and also to their attractiveness and accessibility to students. The buildings made available to students and teachers for study, and also the living accommodation, exert influence, as do the books and documents and the efficiency of the library service and, of course, the scientific instruments and the laboratories for experiment. Additional influences on the attractiveness of a place to researchers, and possibly on the quality of their work, are the physical surroundings and the cultural environment. The writer used to see Einstein taking a long walk every morning in the Meadow, a park belonging to Christ Church, the Oxford college which first gave him sanctuary from the Nazis.

Scientists and other creative people are often stimulated by discussing or observing the work of others in their own or related fields; and sharing facilities, such as libraries, affords better facilities. These conditions exert a gravitational pulling together.

The composition of the personnel at a research centre is, however, not permanent but rather in a constant state of flux. The nucleus of scientists or other scholars like to go out and pay visits as well as to receive them, and the more eminent they and their centre of affiliation become, the more invitations they receive to give lectures or conduct symposia elsewhere. The inward flow includes full members of sister communities who are on tour, people who are

working as research assistants and now commonly enrolled as Ph.D. candidates, and an increasing third group, vacationing tourists. Travel by the first and third of these groups can expand greatly in the future, while movement of graduate students from less developed countries to more advanced and interchange among advanced institutions will continue.

The third group of people mentioned as appearing at centres of research and scholarship, the tourists in the ordinary sense, on vacation, are a dynamic factor in modern international tourism. The spread of education increases public awareness of and interest in higher learning, including the places where it is pursued. The cultural gains obtained by travel include direct acquaintance with the scenes amid which famous books are written and discoveries made. The architecture is given distinctive character by its special purposes. There is interest in the young people, especially the gaiety of their relaxations, and in the chance of encountering a great man crossing the quad.

The attractions of some places for scholarly communities and attendant tourism have been built up by a long process of historical accumulation, mainly of buildings and of books. This is illustrated at Oxford, Heidelberg, and Salamanca. Convenience of travel has also been a historic influence, giving advantages to Paris, and to Cairo in the Moslem world. Freedom from outside interference was obtained through self-government in the scholarly communities, covering their lands and buildings and the behavior of their members as well as their courses and degrees. There is also a connection between scholarly locations and theatres, concerts, art galleries, and parks and water-side amenities. There is a mutual debt between the culture of Boston and the development of Harvard University in the adjacent suburb of Cambridge, Mass. California climate and scenery, and neighboring San Francisco, have given great advantages to Berkeley and Stanford.

Growth of travel to centres of research and scholarship, especially by tourists on vacation, can be anticipated, and it can be facilitated and promoted. Such centres are being created or expanded to meet the needs of progress in knowledge. Examples are the National Institutes of Health in a suburb of Washington, D.C., and atomic energy centres at Oak Ridge in Tennessee and at Chalk River in Canada. Whether or not these take root and flourish depends ultimately on whether they are congenial to men of learning. Adverse influences are isolation, outside interference, e.g. by departments of national governments such as the military, and unattractive buildings and scenery. Important also are housing and facilities such as clubs for senior staff and for the grossly neglected graduate students and research assistants.

Brilliant modern architecture under mainly sunny skies gives the University of Mexico great physical attraction. A combination of natural mountain, forest, and sea surroundings, architectural design, gardens and sculpture, space and facilities for offices, meetings, and clubs, sports grounds, housing, and separation from but accessibility to a large city's modern theatres, restaurants, and shops, give tremendous advantages to the University of British Columbia, on the edge of Vancouver, and its new neighbor, Simon Fraser University. This area is also well equipped to be a focal point for international travel influenced by education by having established sea and rail services to its all-year, deep-water, landlocked harbor, and a close-in airport.

Customs that give a welcome to ordinary tourists have grown up over many years at locations of scholarly communities such as Oxford. Hotels that began with visiting relatives and friends now cater to tourists. There are guide-books and guides, visiting hours in the colleges for the public, organized displays of paintings, historic books, maps, scientific instruments. There are shops selling souvenirs and photographic supplies. These are also capable of operating in several languages. At newer centres where deliberate organization and planning are needed, the administrative staffs have not yet seen or acted on the tourist opportunity. An enterprising approach by the universities will welcome tourists, especially in the otherwise uneconomic vacations, by encouraging them to use, especially in groups, their dormitories and dining halls, their art galleries, libraries, theatres, swimming pools and tennis courts. The revenue can contribute to the upkeep of grounds and the improvement of facilities. The effects of the increased level of culture resulting from mass education, through formal schooling and the media of communications with increased impact such as cinema and television, have been noticed in the book trade, especially in non-fiction paperbacks, and in repertory theatre. There is also a natural correlation of education with visits to international centres of learning, ancient and modern, which is capable of rich harvest of pleasure and profit.

Artists' Colonies

There are intimate relations between international tourism and art, even closer than with books because there are no veils of language between them. Artists go abroad. Tourists travel to visit galleries housing great collections, like the Louvre, and exhibitions like the Venice Biennale, also to visit studios, taste the artist's life, view the scenes which inspired works of art, and even to copy those works. Pleasant recollections of travels evoked by paintings are a

motive for purchase, as in the British collections of Canaletto when Venice was a major British tourist centre.

Artists put themselves to school, seeking improvements in technique, even though they have innate aptitude and though they require originality in their vision to gain any notice. Study means copying great works (the 'Old Masters') or obtaining instruction from living masters, mainly by observation and imitation. The great works of the past have come into public collections, at the Louvre, the Uffizi Palace in Florence, the National Gallery in London, the Guggenheim Collection in New York. To study them means travel for all aspiring artists, even the Parisians needing to visit Italy, and the travel is very often international. To watch the living masters means going where they are working. Colonies of artists and their students used to be found in or near large cities—Montmartre and Montparnasse in Paris, Chelsea, Greenwich Village. Improved transportation now enables them to scatter as far as San Miguel in Mexico.

Artists choose locations in which to live and work by several considerations, ranging from the scenery to the cost of living, this latter being particularly influential in a field in which lengthy time is required for getting known and becoming paid. The scenes they paint become picturesque, however, in the artist's eye. Few people had taken artistic pleasure from the people and landscape of the American Midwest before Grant Wood painted them. A great deal was done for the art of Gauguin by the beauties of Tahiti, human and natural. A sharp change of environment may help an artist obtain release for his vision, to see things his own way rather than according to local conventions. Foreign travel to see different things helps an artist in his struggle to see things differently. The power of Paris to attract generations of artists has been that it has given them cheap room and board, first in Montmartre, then in Montparnasse, and that it is tolerant of the unconventional, that it has great collections and living masters, and in addition, that possible buyers come frequently, and there are commercial galleries to link artist and patron. While it used to be necessary for the artist to live in Paris, or no further out than Fontainebleau, he can now maintain Paris connections, after they have been established, from a much more distant studio.

History shows great artists establishing a location, being followed by students, and then followed by tourists looking for unconventional or cultural experiences—often the same. Some of the tourists become customers. Florence and Rome have had this position but have been overshadowed by Paris. London attracted Whistler, an American, and Van Gogh for a time. It has

collections, schools, commercial galleries, a kaleidoscope of people and buildings, and cheap boarding houses, but early closing of the public house saloons.

The contemporary growth of population and material wealth and cultural interest throughout the world can support an increased number of art centres. People who have to live with struggling young artists seldom, however, find them congenial: they are poor, insecurely arrogant, and disorderly. A common response in an area that artists seem about to colonize is to call in the police—the secret service to ferret out drugs or subversive literature and the cossacks on motorcycles to clear the streets. This happened in an otherwise ideal new centre for artists, Vancouver, in 1968. A more friendly attitude toward artists, even when living and unknown, is to be expected, however, from increased public appreciation of the economic importance of tourism, and how such trade is engendered. A substantial income is obtained by Paris from tourists who still flow from all over the world into Montmartre, though Toulouse-Lautrec died in 1901. The planning and promotion by public authorities and commercial interests that would be effective in encouraging an art colony would require very little financial investment: indeed they can bridge the gap between centre-city residential use of land and redevelopment. The problems are, first to grasp, and then to cater to the artist's values, which must be in advance of those of the community, if he is to be effective as an artist and convey new visions. A simple procedure would be for a city to borrow from the universities the arrangement of obtaining an artist-in-residence, and to find out and give him what he needs and wants, on the prospect that other artists and students and a following of tourists will be attracted.

Music and Theatre

It has proved possible during the period since the Second World War to draw people from all over the world to remote, inconvenient, and normally staid places like Stratford, Canada, by distinctive theatrical and musical performances. Previously visitors to London went to the ballet at Covent Garden and to the Paris Opera and La Scala in Milan. Whether these were primary or incidental attractions was, however, not discernible. There was a forerunner of the festivals, or short, concentrated seasons of music and drama, usually in a distinctive setting, beginning with the performances of the work of Mozart at his birthplace, Salzburg in Austria, in 1842. The Wagner festival in Bayreuth dates from the completion of the Festspielhaus in 1876. A regular summer session of Shakespeare in his native Stratford, introduced in 1879 when the Memorial Theatre was built, became firmly established when an enterprising Mayor, Sir Archibald Dennis Flower, secured financing for the construc-

tion of the first "New" Stratford Shakespeare Theatre, opened in 1932.

Tours have been made, of course, by musicians and actors—performers who have won renown at world centres, and road companies in plays, operas, and ballets similarly established. These were commercial rather than pleasure tours for performers. It was not necessary to go to Milan to hear and see Caruso because he would travel. Live performances by great artists have been given all over the world by pianists like Paderewski, Rachmaninoff, and Glenn Gould, singers like Jenny Lind and Paul Robeson, and a long line of actors including Sir John Gielgud and Sir Laurence Olivier. The most successful tours have been those of soloists like the pianists. Companies of actors, musicians and dancers have toured, but moving groups of performers is expensive, and to provide the equipment for ideal performances, especially the settings for opera, ballet and drama, is a herculean labor. A desire to see and hear "the real thing" impels people to visit Broadway, Symphony Hall in Boston, Covent Garden in London. The best performances are given where the performers are at home, at least for a season, with their regular orchestras, permanent sets, and familiar acoustics and lighting in their buildings. A direct connection exists, therefore, between international tourism and love of theatrical and other kinds of artistic performance. This can also be broadly international in case of ballet and music which do not depend on words.

The motives of theatre-goers and music-lovers, and conspicuously of opera-lovers, are more than mere pleasure, as shown by their use of descriptions such as passion and devotion which suggest feelings stronger than pleasure. The powerful mixture of emotions working in these people causes them to make disproportionate expenditures on travel, e.g. Italian emigrants returning to hear opera, and to resent and resist any official interference. A further influence among theatre-goers is the education obtainable, which has dimensions not provided by reading books.

Music and theatre have been luxuries of the upper classes by income or education in the classifications made by government officials and their economic advisers, as evidenced by their policies of imposing taxes on admission tickets. This was a typical statistical illogicality. Poor people can enjoy the highest expressions of culture, especially if they are provided not only with admissions to performances but also with preparatory readings, lectures, and experience at the necessary early age. In the light of this, the revolutionary increase in the exposure to the mass public of music and drama through phonographs, records, radio, and now television is generating a huge potential of international tourism based on cultural attractions. Already there is evidence

that electronically disseminated presentations are increasing the interest in live performances, instead of displacing them. The upgrading of the quality of the music sold on gramophone records, including the musical quality of the recordings of "popular" music such as that of the Beatles, has been phenomenal. Accompanying this has been growth in the attendance and also the news coverage and the financial support from foundations and corporations for symphony orchestras, opera companies, and even the work of composers. In theatre, television has been accompanied by a revival of repertory and by an unlamented decline of the commercialized motion pictures which for an interval had seemed to be subverting true theatre. One of the signs of interest in live performances is the financial health and artistic vitality of theatres on the campuses of universities throughout the world. It is significant that the people forming the audiences are young and are therefore capable of expanding their appetite to include the highest performances in the international theatre.

A change in official attitudes toward the performing arts is evident, with Britain, Canada, and the United States accepting the value of state subsidies such as have been given since the days of royal patronage in the countries of continental Europe. An international competition now exists in the establishment of centres for music and theatre such as the John F. Kennedy Memorial Centre in Washington, D.C., and the National Theatre of Britain in London, and the impressive buildings erected in Ottawa and elsewhere across Canada to mark that country's 1967 Centennial. The official imagination is seen, however, in monumental architecture, whereas internationally successful attractions of the period since the Second World War such as the Edinburgh Festival (directed initially by Rudolph Bing, now of the Metropolitan Opera, New York) and the Glyndebourne concerts, laid their emphasis on the artists presented. The Canadian Stratford's productions, directed by Sir Tyrone Guthrie and designed by Tanya Moisevitch, were originally offered in a tent. The exile of cellist Pablo Casals from Spain gave Puerto Rico a major tourist attraction in the open air.

Natural and Man-made Landmarks

Geography has fallen into disrepute as a subject in formal education. Professional reformers have judged it too remote from reality at the elementary school level and not challenging enough for the secondary school level. A smattering of information about the physical world is mixed in with the fashionable subject of social studies, which give the same superficial treatment to history. This has happened in the schools in a period when television and illustrated magazines bring geography home to everybody every day, and when

economic and political influences from all over the earth affect daily life. As much knowledge of the world as possible is needed in modern life. This need is paralleled by desire, normal curiosity being enhanced by television and other pictures.

Acquiring knowledge of the world—education in geography—is, of course, greatly facilitated by travel. An excuse for abandoning geography in favor of social studies was that in their own backyards students could scratch around and get personal acquaintance with hills and highways, road maps and traffic jams, rivers and water supply and sewage disposal. But learning worthy of the name is for a plains dweller to become directly acquainted with mountains or the sea. To know personally the grandeur of the earth's variety is one of the most satisfying uses of a person's brief earthly life. The sense of the Italian proverb about Naples is that one should experience its beauty before dying.

Formations of the earth that are unusual attract international tourism to the Alps and the Himalayas and to Mount Fuji in Japan, to the American Grand Canyon and Niagara Falls, to the Sugar Loaf rock and the Copacabana beach at Rio de Janeiro, to the Norwegian fiords and the Blue Grotto of Capri. Natural events also provide attractions: the daily eruptions of the Old Faithful geyser in Yellowstone National Park, the reversible falls on the Saint John river, the spring break-up of the ice on the Mackenzie river flowing into the Arctic Sea, the midnight sun in Lapland and the Yukon, the flowering of the California desert after a rare rain, thunderstorms among the mountains around Swiss Lake Lemman as described by Byron,² and for similar thrill-seekers, sandstorms in the desert and Canadian blizzards. Plant and animal life under natural conditions appeal to tourists and particularly to students. Florida offers the Everglades, with trees, flowers, birds, animals, and fish. A forest of virgin Douglas fir (more like gaunt old women) is being preserved and kept open to the public on Vancouver Island. African animals can be seen in natural surroundings in Kruger National Park. Sanctuaries for migrating birds pioneered by Jack Miner at Kingsville, Ontario, present spectacular scenes.

Man-made landmarks are numerous in the geography of the world that tourists want to see. The Eiffel Tower still stands as the perfect example. The skyscrapers of New York are still the tallest and most numerous. New York's great bridges share interest with those of San Francisco, Sydney, Australia, and Vancouver which have beautiful harbor settings. Castles enrich the natural scenery of the Rhine river valley, and chateaux of the Loire. The artistry in the architecture of European cathedrals, the mosques of Constan-

tinople and Teheran, and the temples of Greece, India, and Cambodia (Angkor-Vat), stirs the emotions while also giving knowledge. A modern landmark of artistic embellishment combined with functional engineering is the group of buildings of the University of Mexico. Their shapes and colors have been much photographed, but the full effect is obtained only by walking about among them to feel their spatial relations.

Seeing the different ways in which people live and work in various parts of the world is another way in which tourism supplies education and culture. The housing situation of the world's people is seen differently after confrontation with the nipa palm huts in the villages of the Philippines. It becomes still more complicated when these flimsy dwellings are seen at night to be equipped with fluorescent electric lights, but nevertheless quite unsuited for air-conditioning. There is education in the varieties of transportation that an international tourist uses—ancient buses in the Middle East and parts of Latin America, the London Underground and Paris Metro that maintain circulation in dense cities, and the Toronto Subway that is helping a new metropolis to develop. A tourist flying the polar route between Europe and western North America may have the fortunate experience of an unscheduled stop at Frobisher Bay on Baffin Island. This will show him adaptation of working and living to conditions of permanent frost, in a specially designed new town.

The shopping centres of the United States are as much of an education to visitors from other countries as are their primitive antecedents, the bazaars of the orient, to Americans. These American shopping centres have everything except guides for tourists and readily accessible public toilets. American agricultural and industrial production equipment and operations are also potential attractions for tourists from other countries, and the new generation of Americans who are economically literate are interested in commercial activities in other countries and occasionally pick up an idea.

Scenes of History and Literature

Places where celebrated events in human history occurred, and places associated with the lives of famous men, have immense drawing power for tourists. This is conspicuous among the polyglot crowds that throng Westminster Abbey, reading the inscriptions and touching the effigies, in such increasing numbers as to make serious difficulties in maintaining religious services. Similarly crowded are the Pantheon in Paris, devoted to the French Revolution and its famous figures, and Napoleon's tomb and the Palace of Versailles. International tourists visit the Lincoln and Jefferson Memorials in Washington, D.C., George Washington's country estate at Mount Vernon and

Jefferson's at Monticello, Virginia. Mexico City has its Citadel. The house of the infamous dictator of Venezuela, Juan Vicente Gomez, at Maracay, has been made into a museum of his period.

What are the motives that take people long distances to stand in line to see decaying relics or scenes such as the Runymede of Magna Carta that are not always either imposing or beautiful? An ostensible reason is education. A grasp of history is strengthened by pacing out the battlefields where troops were deployed, seeing examples of the uniforms worn and the weapons used. "The grand object of travelling", stated Samuel Johnson, "is to see the shores of the Mediterranean. On those shores were four great Empires of the world; the Assyrian, the Persian, the Grecian, and the Roman. Almost all our religion, almost all our law, almost all our arts, almost all that sets us above savages, has come to us from the shores of the Mediterranean".³ The influence of events and people on history is also made vivid by the signs of respect given by conservation and building of memorials and also the numbers of fellow-visitors.

A sufficient explanation of the enthusiasm of tourists for visiting historic sites is, however, scarcely to be found in love of objective knowledge. In the tourist psychology there may be found a more personal and emotional factor, a wish to associate one's self with history. Doing so affords an escape from the tight limits of an individual's mortal life—an immortality in reverse—along with encouragement for a hope of being remembered in the future. Stronger still are the feelings of identification that some people obtain by putting themselves in the shoes of historically prominent people. They can be Louis the Fourteenth of France, *Le Roi Soleil*, when they visit his palace at Versailles, waiting in his bedroom for the arrival by secret staircase of Madame Pompadour—or they can be Madame Pompadour. Those preferring less formality can be the laughing King Charles the Second of England, visiting the little house across the road from Windsor Castle where Nell Gwyn lived.

Reliving the past in imagination, with the assistance of being in the actual surroundings, is an attraction also to places where military activity has made history. These figure prominently in the poem by Lord Byron which is an epic of international tourism, expressing emotions as well as describing people and places—*Childe Harold's Pilgrimage*. A familiar example is the passage inspired by the Battle of Waterloo, beginning, "There was a sound of revelry by night".⁴ Tourists ride out from Brussels to Waterloo in taxis and buses. Greek tour buses stop at Thermopylae, tours of Scotland at Culloden and Glencoe, American tours at Antietam and Gettysburg, French tours at Ver-

dun, saved by the Paris taxis in 1914, and at the forts in the Maginot Line, overrun by the German Panzers in 1940. Tours to the trenches and burial grounds of the 1914-1918 war in France and Belgium including Chateau Thierry and Belleau Wood for Americans were common during the following twenty years, but scenes of the Second World War like Sicily, Monte Cassino, and the Normandy beaches have not been so prominent in the tourism of the period following that war. There have been heavier traffic to places in which foreign troops did garrison duty—Britain, Australia, Japan, West Germany. In this same period, with defeated Germany and Japan prospering and Britain impoverished, military history has been overshadowed by economic and social history, and even history of science and technology.

The expansion of history to embrace societies and cultures rather than the political and military powers they supported, and people who were innovators in art, science, and economic affairs, as well as kings, politicians and generals, has given interest to places not previously important on tourist maps, and has added interest to previous centres. Damascus, fought over by Crusaders and Saracens, is also the oldest continuously inhabited town in the world. Biblical Tyre, in modern Lebanon, is the site of the earliest recorded commercial trade. Artifacts of American science and engineering form a great display in the Smithsonian Institution in Washington, D.C.

Social history has some ancient monuments. Cave dwellers have left drawings on rock walls in France. Town-sites have been excavated in Crete, antedating the earliest Greek civilization. Pompeii and Herculaneum give an intimate background to daily life in Roman times, having been preserved under lava dust from Vesuvius. Roman town-planning, water-supply engineering, and public buildings are clearly visible in Provence in the south of France, where nobody bothered to remove them after the Roman Empire fell. Remains of a Roman garrison town survive at Chester in England, and of a Roman resort-town at Bath. The Middle Ages have left gardens and farm buildings and tools, food-preparing and clothes-making equipment, almost as used, in European monasteries and manor-houses. Restored Colonial Williamsburg, Virginia, and the Washington estate at Mount Vernon, revive the way of life of their times through buildings and equipment. A phenomenal tourist traffic has developed since the Second World War around residences occupied for centuries by families prominent in British history, such as Blenheim, built for Sir Winston Churchill's victorious ancestor the Duke of Marlborough. Humbler levels of life in the past also have interest, as shown by visitors to the Canadian Pioneer Village at Morrisburg on the St. Lawrence river.

The history of commerce and industry offers associations with places. These can gain in influence on tourism as knowledge of economic history becomes general, and as tourism includes a rising proportion of people whose lives are mainly spent in these fields. Still standing and in use in the harbor of Copenhagen are five-hundred-year-old warehouses, illustrating early efforts to facilitate materials handling, an activity that has received revolutionary attention and has produced our modern pallets and fork-lift trucks. A pioneer centre in division of labor and specialization in manufacturing has been preserved at the medieval guild-town of Bruges by being bypassed by progress. The art treasures of Florence owe part of their explanation to the purchasing power of its citizens, acquired first in cloth manufacturing and then in international banking, which the Medici family founded. The old City of London is full of buildings and of signs carrying names of firms and people that have influenced the growth of trade throughout the world, e.g. the Lloyds insurers. In book publishing, the alleys around St. Paul's churchyard are historic, as are those around Fleet Street in the newspaper business.

For many tourists, the leaning tower of Pisa, beside being a curious sight, is where Galileo made experiments concerning the acceleration of falling bodies. They have studied this in school. They also know of the work done in Paris by Louis Pasteur and Marie Curie, in Copenhagen by Niels Bohr, at the Cavendish Laboratory in Cambridge, England, by Lord Rutherford and others. Cambridge, Massachusetts, is where the first computer was made. The increased influence of the sciences and their technological offspring in daily life, and the spread of scientific education, suggest possibilities for new tourist attractions. Science is international in its origins and effects, and will likely give the same complexion to the interested tourist traffic. The trend in the application of technology favors, of course, a flow to the United States.

While history lives in natural scenery, like the white cliffs of Dover viewed by Julius Caesar, Napoleon, and Hitler, and in buildings and artifacts, the main means through which this life is maintained are words. In the distant past the words were heard, memorized, and repeated from generation to generation in legend and epic poetry. Subsequently they were read. Now they are heard again, on television, radio, and records. There are intimate relations between literature and history. Thucydides obtained disproportionate attention for the small Peloponnesian War compared with other conflicts. Julius Caesar gave importance to his campaigns by being his own brilliant historian, and a large part of the Second World War is already what Sir Winston Churchill described with his great literary skill. Beside the writers of formal

history there are poets, playwrights, and novelists, making selections and interpretations, focusing historical interest, including that of tourists.

Authors and their works are part of history, recognized by statues and preservation of houses where they worked and lived. Samuel Johnson, the father of dictionaries, is represented by his house, some of his furniture, and one of his favorite inns. There are special guidebooks such as *Writers' Houses, A Literary Journey in England*, by Michael and Mollie Hardwick, describing "twenty dwellings, open to the public, once occupied by distinguished men of letters—Keats, Carlyle, Johnson, Churchill, Shaw, Disraeli, Milton, etc."⁵ This is, of course, much richer experience than given by the information in guide-books. Though there are some books of travel that are literature, there are also other kinds of books that have strong associations of place, especially those of what are called regional writers. Mark Twain used Hannibal, Missouri, the place where he grew up, in his books, and also created literature out of subsequent journeys. Stephen Leacock did the same with Orillia, Ontario. Novels by Thomas Hardy have a realistic background that has become known as the Hardy country in the English west country. There is similar Faulkner country in Mississippi. Dublin has gained interest from the writings of James Joyce. Readers of Wordsworth have increased their enjoyment by visiting the English Lake District, though the melancholy of his solitary walks is made difficult to recapture by the tourists themselves who now outnumber the shepherds, and even the sheep.

The new art of photography, including television, has already created a magnetic centre of historic interest, namely Hollywood. It is also recasting general history, exaggerating the influence of individuals by the simple fact that they photograph better than anonymous masses. Similarly, the places that are being associated with the "literature" of cinema and television screen show bold shapes and sharp contrasts supplied by man-made structures.

Emancipation from Provincialism

Culture and international tourism are related in still another sense, more general than those previously considered. This is the sense in which culture is the opposite of the ignorance and prejudice that result from serf-like attachment to one place (even Boston) or one country (even France). Therefore, in this sense, culture is impossible without international travel. It is a necessity to experience different ways of living in order to become cultured. This is a commonsense meaning of culture, but it agrees with the technical use of the word by anthropologists and sociologists to refer to the different ways of different peoples; if a cultured person is explained to be a *many-cultured*

person, he is one who has acquaintance with the cultures of various societies.

There is a problem that the larger urban centres of many countries are being assimilated into a new "jet-age" culture, and that travel among them fails to provide the differences essential for cross-cultural experience. Even the climate is being made uniform by air-conditioning. The main channels of international tourism are also becoming overcrowded, so that in Paris in August, when all Parisians who can are taking holidays elsewhere, one seems to meet only Americans and Germans. Even among students abroad, their modern numbers permit them to form foreign colonies. Rhodes House in Oxford is an American club. One of the benefits of President John F. Kennedy's American Peace Corps was its effectiveness in taking people beyond the smooth edges of foreign cultures.

Increasing the comfort and convenience offered to tourists can be self-defeating if it destroys the essential differences sought by those motivated by a desire for culture. Ice-water is ideal for lunch in a busy working day in the United States, and Europe needs more of it, but tourism is for drinking wine.

With difference itself a value in cultural tourism, and likely a rising value, numerous additions to the map of international tourism can be foreseen, especially in underdeveloped countries. Their essential differences can be maintained against the rising flood of world tourism, particularly if tourism remains a supplementary rather than their dominant industry and they avoid the short-sighted commercialism that threatened the English Stratford. International tourism actually can be a means of strengthening local cultures: "the Polynesian culture of Hawaii was disappearing until it was saved to enrich the life of the islands as well as delight tourists".⁶

NOTES

1. Jeanne E. Gullahorn and John T. Gullahorn, in *Annals*, November, 1960, p. 43, *et seq.*
2. Lord Byron, *Childe Harold's Pilgrimage*, Canto III, verse XCII.
3. Boswell, *Life of Johnson*, ed. Frank Brady, New York, New American Library, 1968, p. 368.
4. Byron, *op. cit.*, Canto III, verse XXI.
5. Michael and Mollie Hardwick, *Writers' Houses*, London, Phoenix House, 1968.
6. *Saturday Review*, March 11, 1961, p. 98.