

# Cartography Corner

OSHER MAP LIBRARY AND SMITH CENTER FOR CARTOGRAPHIC EDUCATION

## The Grand Tour and Development of Tourism

### Current Exhibition

October 4, 2011 through April 28, 2012



Thos. Cook & Son and Co.  
Cook's Handbook to London  
Richard Auletta Collection / OML

This exhibition commemorates the 400th anniversary of the publication in 1611 of Coryat's Crudities, Thomas Coryat's account of a five-month journey across Europe. A poor parson's son, Coryat demonstrated that it was possible for common folk to unleash their "insatiable greediness of seeing strange countries." He also collected objects and souvenirs, in the process introducing the English to the fork and the umbrella, which he had encountered in Italy.

His openness to new ideas, sights, sounds, and tastes makes Coryat appear very modern. After all, today, people of all ages and backgrounds habitually travel, even to the farthest reaches of the globe, in search of pleasure and novelty. But in the early seventeenth century, being such a free spirit was itself novel and his book comprises a unique mixture of geography, history, and often revealing personal narrative.

Before the 1800s, most travel was pragmatic: pilgrims, soldiers, ambassadors and merchants all made arduous and often hazardous journeys for pragmatic reasons of religion, trade, administration, and war. Travel for pleasure was reserved for the social elite. In particular, wealthy young Englishmen undertook the "Grand Tour" across the continent, a necessary experience if they were to claim to be truly cultured. Together with servants and tutors and armed with letters of introduction to other gentry and aristocracy, they spent months, if not years, touring the continent's major cities, taking in the cultural highlights, and collecting souvenirs.

But nineteenth-century improvements in the technologies of transportation and communication made travel much easier and cheaper. Steamships and railroads drastically reduced the time it took to traverse Europe and the telegraph ensured instantaneous contact. The travel and tourism industry we are familiar with today, exemplified by Cook's Tours and Baedeker Guides, developed during the Victorian era to service the demands of a newly emerging

middle-class. Eager to experience the Grand Tour destinations first hand, these tourists were equipped with travelogues, guidebooks, and souvenirs to extract the maximum coverage in their breakneck travels. In the USA, canals and then railroads opened up North America's spectacular landscapes to the growing urban middle-class, who began with Niagara Falls before heading further west to the Rockies.

This exhibition traces three hundred years of travel and tourism in Europe and North America through the maps and guidebooks that directed travelers and tourists to their destinations. It begins with Coryat who, unlike his modern counterpart, had neither guidebooks nor maps. It ends with World War I, after which travel to Europe would never be the same again.

### Maine as a Tourist Destination

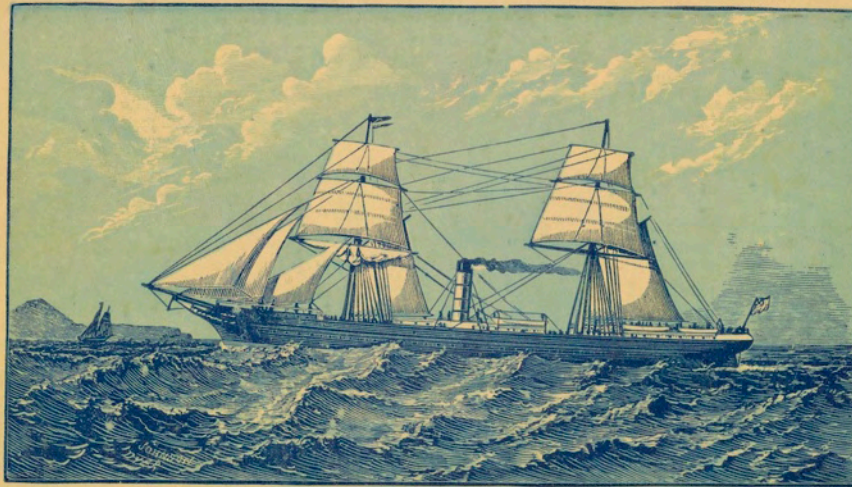
Like the White Mountains, Maine owes its reputation as a tourist destination to the construction of primary rail lines together with numerous spur lines to smaller inland communities by the Boston and Maine Rail Road.

After the completion of a comprehensive network of rail lines after Civil War, Maine became relatively easy to access from across the eastern seaboard, from Philadelphia to Boston. Hotels and cottages sprung up along Maine's southern and northern coasts to accommodate upper-class families who would arrive with their steamer trunks and servants in June and remain for the entire season.

For working class families, who typically did not have vacations, a leisure pursuit on Sundays might be a trolley ride to the end-of-the-line park like the Riverton Park and Cape Cottage Park and Casino listed in this 1887 trolley brochure.



Portland Railroad Company  
*Trolleying Through the Heart of Maine*  
(Portland, ca. 1900) Osher Collection



ROYAL MAIL STEAMSHIP "BATAVIA."

Entered according to Act of Congress, in the year 1872, by JAMES ALEXANDER, in the Office of the Librarian of Congress, at Washington.

Cunard Line of Mail Steamers  
Royal Mail Steamship "Batavia" Cabin Plan  
Norman Morse Collection / OML

## UPCOMING EXHIBITION

### NORMAN MORSE TRANSATLANTIC OCEAN LINER COLLECTION

Shipboard travel underwent a metamorphosis in the nineteenth century as mechanical propulsion replaced sails and wooden hulls gave way to iron and steel. Technological advances not only made for stunning improvements in speed and safety, they ultimately led to the advent of the superliner.

This exhibition marks the 100th anniversary of the maiden voyage and destruction of history's most famous ocean liner, the *Titanic*. Using the historic materials donated by the late Norman H. Morse (1919-2011), the show illustrates the development of the passenger liner from the 1870's through the second half of the 20th century.

## COMING SOON

MAY 15 - AUGUST 23  
2012

An exhibition on the history of transatlantic ocean travel, showcasing the materials from the Norman Morse collection, will be on display through Summer 2012 at the Osher Map Library.

## Available Tour Themes

- ◆ Cartography Lesson
  - ◆ Projections and Features
  - ◆ History of Cartography
- ◆ Mythical Creatures and Exploration
- ◆ Portland History
  - ◆ Urban Development
  - ◆ Deering Oaks Park
- ◆ Maine State History
- ◆ European Colonialism
  - ◆ Europe and the World
  - ◆ Colonial New England
  - ◆ NEW: South America

OML staff are available to conduct many of the Presentations and Activities in your classroom.

Coordinators can also create lessons tailored to a specific course's curriculum if requested in advance.

Special arrangements can be made for K-2 classes.

## OML does not charge for Education Programs

**For More Information, contact:**

Renee Keul

[rkeul@usm.maine.edu](mailto:rkeul@usm.maine.edu)

207-780-4910

## “HOMEMADE” GLOBES

Homeschool students attending the 4-part Maps & History Series at OML made their own globes as part of the first class. The lesson described map projections and distortions.

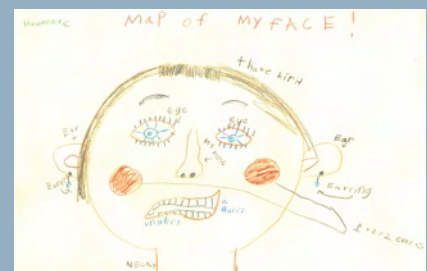
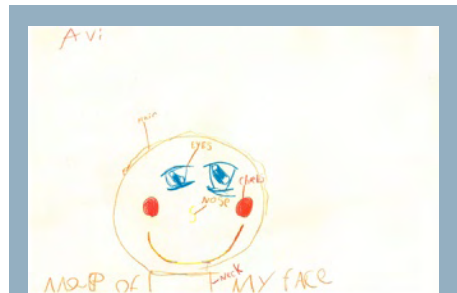
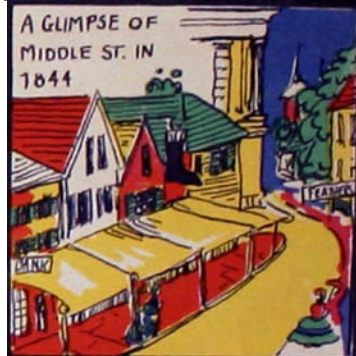


## “A Map of Portland Maine and Some Places Thereabout” Map Highlight



### Map Highlight

Katherine Dudley’s 1928 map of Portland serves as a wonderful introduction to the manner in which maps and views of cities construct a sense of place and community. Dudley was a member of the Baby Hygiene and Child Welfare Association in Portland, founded in 1919 as part of a national movement to improve public health programs for children. The map’s bright, fully saturated primary colors — in the manner of children’s book illustrations of the period — create a very specific image for Portland as a healthy place of clean water, open spaces, and fresh air. The vignettes around the margins summarize the city’s (equally sanitized) history.



## FACE MAPS!

First and Second Graders from Levey Day School in Portland visited Osher Map Library on January 23rd to learn about maps and globes. To implement what they learned, they created maps of their faces, complete with legends!

## Education Outreach Coordinator:

Renee Keul  
rkeul@usm.maine.edu  
207.780.4910

## Osher Map Library Administration:

oml@usm.maine.edu  
207.780.4850

**General Public Hours:**

Tuesday, Wednesday, and Thursday  
1pm to 4pm

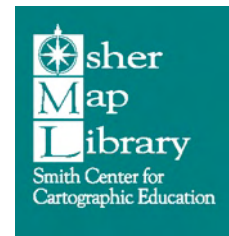
**\* Group Tours can be scheduled by  
appointment**

Osher Map Library and Smith Center for Cartographic  
Education is located on University of Southern Maine's  
Portland campus at 314 Forest Avenue on the corner of  
Bedford Street.

[www.usm.maine.edu/maps](http://www.usm.maine.edu/maps)

## Inaugural Issue: *Cartography Corner*

-from your friends at the Osher Map Library  
and Smith Center for Cartographic Education



Osher Map Library and the Smith Center for  
Cartographic Education  
University of Southern Maine  
P.O. Box 9301  
314 Forest Avenue  
Portland, ME 04104-9301