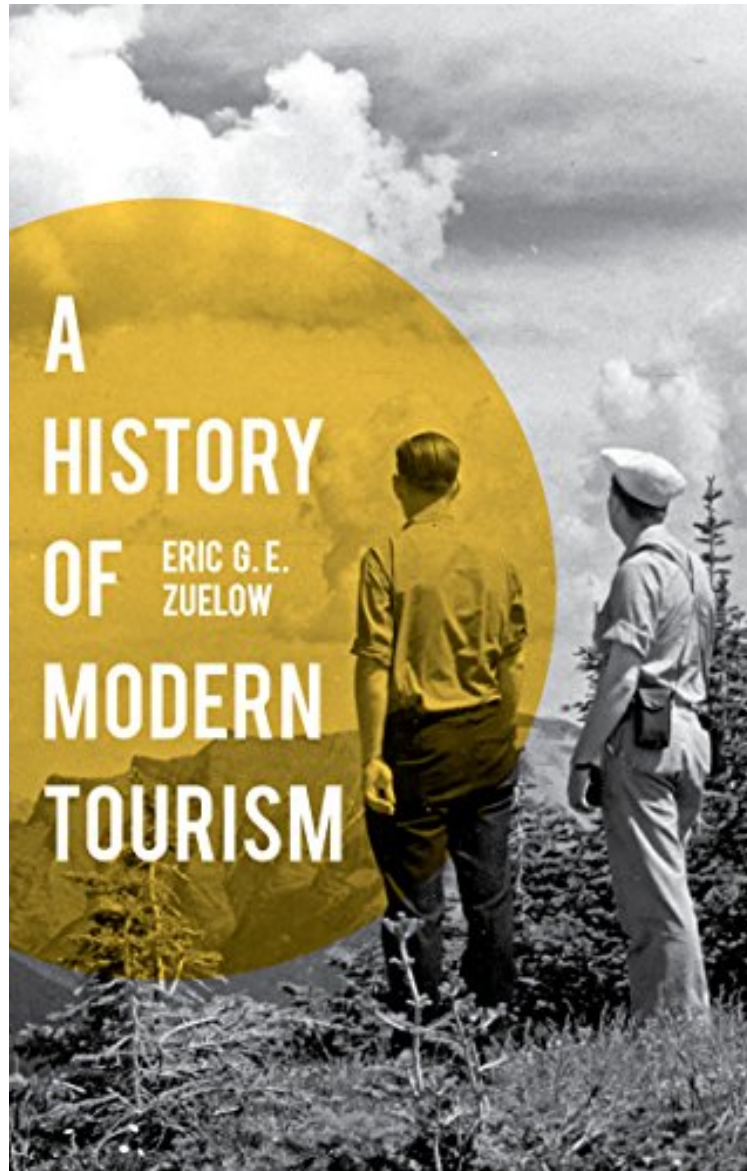


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A History of Modern Tourism

Eric Zuelow

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Tourism as we know it is a surprisingly modern concept, both a product of modernity and a force helping to shape it. From the British Grand Tour in the sixteenth century to the onset of contemporary mass tourism, travel has played a

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'From the footsteps of Herodotus to the vapour trails of jetsetters, Eric G. E. Zuelow succinctly guides readers through centuries of human travel. His brisk narrative unpacks how tourism industries and the pursuit of leisure created the modern world.' - Anthony Stanonis, Queen's University Belfast, UK 'Eric G. E. Zuelow offers a narrative as enriching and engrossing as the Grand Tour, but in a manner as accessible as a Cook's tour. Surveying the long history of travel, he captures nuance and detail with literary élan. Whether on a beach or a train, in a library or a classroom, it will greatly reward all who read it.' - Kevin James, University of Guelph, Canada 'A History of Modern Tourism [...] is a readable account of how tourism has developed since The Grand Tour of the 18th century. It looks at movers and shakers in the tourism sector [...] and at how the industry has shaped globalisation and the modern world.' - Adam Nebbs, South China Morning Post

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About the Author Eric Zuelow is Associate Professor of European History at the University of New England, USA, and has also taught classes on the history of tourism at the University of Wisconsin-Madison and West Liberty State College. He is the author of *Making Ireland Irish: Tourism and National Identity since the Irish Civil War* (Syracuse University Press 2009) and is the editor of *Tourism Beyond the Nation: A Transnational Approach to European Tourism History* (Ashgate 2011). He is also editor-in-chief for the *Journal of Tourism History*.