

# Contents

Preface      vii  
PHILIP SCRANTON

## Part I. Commodifying Place

Chapter 1. The East as an Exhibit: Thomas Cook & Son and the Origins  
of the International Tourism Industry in Egypt      3  
WALEED HAZBUN

Chapter 2. The Compagnie Générale Transatlantique and the  
Development of Saharan Tourism in North Africa      34  
KENNETH J. PERKINS

Chapter 3. "Food Palaces Built of Sausages [and] Great Ships of Lamb  
Chops": The Gastronomical Fair of Dijon as Consuming  
Spectacle      56  
PHILIP WHALEN

## Part II. Engaging Religion

Chapter 4. Consuming Simple Gifts: Shakers, Visitors, Goods      85  
BRIAN BIXBY

Chapter 5. "I Would Much Rather See a Sermon than Hear One":  
Experiencing Faith at Silver Dollar City      109  
AARON K. KETCHELL

Chapter 6. "Troubles Tourism": Debating History and Voyeurism in  
Belfast, Northern Ireland      137  
MOLLY HURLEY DÉPRET

**Part III. Marketing Communism**

Chapter 7. "There's No Place Like Home": Soviet Tourism in Late Stalinism 165

ANNE E. GORSUCH

Chapter 8. Dangerous Liaisons: Soviet-Bloc Tourists and the Temptations of the Yugoslav Good Life in the 1960s and 1970s 186

PATRICK HYDER PATTERSON

Chapter 9. A Means of Last Resort: The European Transformation of the Cuban Hotel Industry and the American Response, 1987–2004 213

EVAN R. WARD

Afterword 239

JANET F. DAVIDSON

Notes 243

List of Contributors 287