Memories, Dreams and Inventions

The Evolution of Tasmania’s Tourism Image
1803-1939

by

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BA (Hons) (Tas.)

Submitted in fulfilment of the requirements for the degree of

Doctor of Philosophy

School of History
University of Tasmania

November 2008
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MEMORIES, DREAMS AND INVENTIONS:
The evolution of Tasmania's Tourism Image
1803 - 1939

Marian Walker
Abstract

This thesis examines the evolution of Tasmania’s tourism image from 1803 to 1939 in a bid to demonstrate how tourism images provide valid and fertile vehicles to discern evolving constructions of social identity over time. It argues on a general level that immigration and tourism images can be read and understood as unique, dynamic 'social transcripts', best explained as discrete repositories of ideas, embedded with their own narrative and depth of meaning. As 'social transcripts' they move through time acting as both absorbers as well as purveyors of ideas and develop consciously and subconsciously within the host community reflecting ideas, ideologies and contemporary mentalities. They manifest in a variety of mediums but are particularly evident in tourism promotional material expressed in tourism epithets and logos.

Four important reasons are posited for why the use of the concept of tourism image is fruitful in the historical analysis of society, culture and identity in any tourism destination. First, tourism is an area of commercial activity that has particularly relied on advertising destination images to attract business and, therefore, is an excellent conceptual vehicle to discern image change over time. Second, tourism provides a tighter focus for a subject like image and identity, which by nature is an abstract area of enquiry. Third, the concept of 'image' penetrates all areas of the 'tourism system' and therefore allows the historian to incorporate a broad cross-section of the community in the analysis including people from different socio-economic groups, demographic distributions and geographical areas. Fourth, the disjuncture between the holistic image of a tourism destination and the tourism images projected by the host community produce a definitive gap wherein notions of identity, whether authentic or not, can be discerned.

In Tasmania, it is hypothesised that immigration and tourism images have historically been inextricably intertwined with the development of a Tasmanian identity because contained within them were refractions and elements of contemporary ideas with which Tasmanians wished to identify. In the twenty-first century, for example, Tasmania is being promoted as a ‘Clean and Green’ Island State. This is a 'holistic' image with which
Tasmanians proudly identify since 'clean' and 'green' are terms highly valued by the world at large. Its provenance, however, has never been fully explored, even though previous images have had a powerful impact on the Island's political, economic and social development. This thesis seeks to redress this situation by employing historical methodology, narrative, description and analysis to explicate and chart the complex and convoluted evolution of Tasmanian tourism images as they metamorphosed layer by layer from immigration rhetoric in the early nineteenth century to tourism propaganda in the twentieth century.

In 1897 the esteemed American writer Mark Twain identified a peculiar paradox about Tasmania which informs this study. Contrasting the Island's beauty with its dark penal settlement history he described Tasmania as 'a sort of bringing of heaven and hell together'.1 In the same vein of thinking this study hypothesises that between 1803 and 1939 a Tasmanian identity evolved from a psychosocial mentality of shame, reflected in the image of the 'Dunghill of England', to a psychosocial mentality of honour, indicated by the image of the 'Jewel of the Commonwealth'. This evolution, it is argued, can be discerned through the use of thirteen significant tourism images employed to promote Tasmania. These included 'The Sanatorium of the South', 'The Garden of Australia', 'Appleland' and 'Tasmania the Wonderland'. Although some images were more visible than others, it is argued that as tourism images they portrayed refracted expressions of a desired Tasmanian identity and thus reflected and portrayed an historically-evolving consciousness of what it meant to be 'Tasmanian'.

Although the thesis ends at 1939 it is argued that immigration and tourism images projected by Tasmanians from settlement until this time were profoundly significant because they not only reflected a Tasmanian identity but also considerably informed a Tasmanian identity. Consequently, refractions of these images are still reflected in Tasmanian tourism propaganda in the present day and most certainly historically underpin Tasmania's current holistic image of 'Clean and Green'.

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1 Mark Twain, More Tramps Abroad, London, 1897, p. 194.
ACKNOWLEDGEMENTS

As a trained and experienced International Travel Consultant this thesis is the most fascinating 'familiarisation tour' I have ever undertaken. It has been a most challenging, rewarding and thorough apprenticeship to the world of academia. To execute the 'trip' I have drawn on all my previous studies; all my knowledge and experience of the travel industry and all my own considerable thinking about the way in which the concept of 'image' infiltrates the tourism system. I have steeped myself in the culture of past peoples and places and explored the backstreets of history as I have tried to understand the connections between the concept of image, tourism, human behaviour and history.

On my travels I have benefited from the wisdom, knowledge and experience of one of Australia's leading intellectuals, Professor Henry Reynolds. As my supervisor, Professor Reynolds acted as my tour guide on the seas of intellectual history, always supporting and encouraging me in my attempts to explore. I liken the experience to travelling 'First Class' on the QE2 and being invited every night to dine at the Captain's table. What an experience! I thank Professor Reynolds most profoundly for the privilege of being his student and for his enabling me to experience such a 'First Class' journey. My deepest and warmest gratitude also extends to my associate supervisor, Dr Stefan Petrow. Profoundly skilled and proficient, constantly reminding me of the conventions of history as a discipline, as well as the importance of precision, I thank him most sincerely for the benefit of his knowledge, experience and dedication to history. Dr Petrow is most certainly aware of the depths of my gratitude.

I also extend my thanks to the staff of the School of History and Classics at the University of Tasmania, particularly Dr Tom Dunning and Professor Michael Bennett. I would also like to thank Emeritus Professor Campbell Macknight for his words of wisdom and also my under-graduate environmental history lecturer, Dr Dan Huon, for his inspirational environmental history class. I also warmly thank my tourism Professor, the delightful Professor Trevor Sofield, in whom I sensed a kindred spirit and whose infectious enthusiasm for the world of travel and tourism extended into his tourism classes that were such an inspiration. In my mind I always connect Professor Sofield with a palm fringed beach on a sunny South Sea Island and a blue, sparkling sea stretching out to a wide, infinite horizon.
As every historian must, I thank all the helpful librarians and archivists that have assisted me on my journey. Outside Australia I thank Paul Smith from the Thomas Cook Archives in Peterborough, England; Victor Bristoll from the Colindale Newspaper Library in London and the very helpful and polite staff at the British Library in London. In Australia I thank the helpful librarians and archivists at the National Library in Canberra, the National Archives in Canberra, the Mitchell Library in Sydney, the State Library of New South Wales, the State Library of Victoria, the La Trobe Library, Melbourne, the Public Records Office Victoria, the University of Melbourne Archives, the State Library of Western Australia and the Battye Library of Western Australian History. In Tasmania I thank the staff of the University of Tasmania Library, particularly senior librarian, Prue Senior and the University of Tasmania Archives and the Royal Society Archives, most particularly Amelia Ward. I also thank the staff at the State Library of Tasmania, in both Hobart and Launceston, most particularly John Robinson and at the Tasmaniana Library, Tony Marshall and Ian Morrison. My thanks also go to all the helpful staff at the Archives Office of Tasmania and also to Juliet Scaife and her staff at the Tasmanian Parliamentary Library in Hobart. I also thank all the staff at the Queen Victoria Museum, Community History Museum in Launceston, most particularly Ross Smith and Barbara Valentine. I thank Barbara Valentine particularly for her kind words of encouragement and support. Over the years, in her roles as both librarian at the Tasmaniana Library and archivist at the QVM-CHM, Barbara has been a wonderful support to many historians delving into Tasmanian history.

I also thank all those other historians whose work preceding mine, features in my bibliography. Without their research mine would not have been possible. I also thank the staff of the Research Office at the University of Tasmania for their support and assistance, most particularly Professor Carey Denholm and Vanessa Folvig. Finally, I thank all my dear friends and family without whose companionship and support this journey would have been much less enjoyable. This thesis is dedicated with love to my son Solomon who lived with my thesis 'for ages' always delighting me with his love and truly wonderful sense of humour. By extension I also dedicate this thesis to all his delightful generation of Tasmanians, the benefactors of untold efforts by Tasmanians before them to fashion an acceptable tourism image that would make them proud.
MEMORIES, DREAMS AND INVENTIONS: 
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<tr>
<td>ADB</td>
<td>Australian Dictionary of Biography.</td>
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<tr>
<td>AOT</td>
<td>Archives Office of Tasmania.</td>
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<td>CTTO</td>
<td>Come To Tasmania Organisation.</td>
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<tr>
<td>HCC</td>
<td>Hobart City Council.</td>
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<tr>
<td>JHA</td>
<td>Journals of the House of Assembly</td>
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<tr>
<td>JLC</td>
<td>Journals of the Legislative Council</td>
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<td>JPPP</td>
<td>Journals and Printed Papers of Parliament.</td>
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<td>LCC</td>
<td>Launceston City Council.</td>
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<td>LLL</td>
<td>Launceston Fifty Thousand League.</td>
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<td>MHA</td>
<td>Member of the House of Assembly.</td>
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<td>National Library of Australia.</td>
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<td>Northern Tasmanian Fisheries Association.</td>
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<td>NTTA</td>
<td>Northern Tasmanian Tourist Association, Launceston.</td>
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<td>PDI</td>
<td>Premier's Department, Correspondence Files.</td>
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<td>SPB</td>
<td>Scenery Preservation Board.</td>
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<td>State Tourist Advisory Board.</td>
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<td>TTPAC</td>
<td>Tasmanian Tree Planting Advisory Committee.</td>
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<td>QVM/CHM</td>
<td>Queen Victoria Museum, Community History Museum, Launceston.</td>
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