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Thomas Cook: 150 years of popular tourism.

Author(s) : [Brendon, P.](#)

Book : [Thomas Cook: 150 years of popular tourism.](#) 1991 pp.372pp. ref.37

Abstract : Drawing on much original material, the book gives an account of modern tourism, Thomas Cook and his son John, and of the firm they created. The firm in 1991 is 150 years old. The name Thomas Cook is almost synonymous with popular tourism. In 1841 Thomas Cook invented modern tourism as a means of mass emancipation for working people at a time when popular tourism was regarded as a menace. John Cook came into the business in 1865 and turned the family firm into a public institution. Under his energetic leadership it ministered to royalty, transport

army up the Nile, arranged the travel of maharajas and pilgrims, invaded the
established a unique position in Egypt and became an international adjunct
empire. Today, the company is the largest travel organization in the world.

ISBN : [0436199939](#)

Record Number : 19921899984

Publisher : [Secker \(Martin\) & Warburg Ltd.](#)

Location of publication : [London](#)

Country of publication : [UK](#)

Language of text : [English](#)

Language of summary : [English](#)

Indexing terms for this abstract:

Descriptor(s) : history, international tourism, tour operators, travel agents

Identifier(s) : Britain, United Kingdom

Geographical Location(s) : UK

Broader term(s) : British Isles, Western Europe, Europe, Commonwealth of Nation

Countries, European Union Countries, OECD Countries

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