

Growth of Grand Canyon Tourism

Duration

50-60 minute lesson

Location

Classroom

Key Vocabulary

tourists, tourism, promotions, brochures, destination, concessioner, infer

Trunk Materials

Photographs of El Tovar hotel, photo of first train arriving at the canyon, Visitor information chart, *The Golden Era*, *West by Rail with the Harvey Girls*, The Harvey Way worksheet, Xanterra brochure titled "Bright Angel History Room", *Living at the Edge*, document analysis worksheet

Additional Materials and Equipment Not Supplied

Computer/laptop
Digital projector
Projection screen
Optional – magnifiers (one per three students)

Enduring Understanding (Big Idea)

The development of comforts and services for a growing number of tourists made it possible for millions of people to visit Grand Canyon.

Essential Question

1. How did the Santa Fe Railroad and the Fred Harvey Company play a major role in the evolving tourist industry at Grand Canyon?

Learning Objectives

Students will be able to:

1. Analyze primary documents to better understand the role of the Harvey Company and the Santa Fe Railroad.
2. Create a line graph showing the growth of visitors to Grand Canyon.

Instructor Background

The Fred Harvey Company

Born in 1835, Fred Harvey, an English immigrant, arrived in New York City at the age of fifteen with just a few dollars in his pocket. After working in the restaurant business, Harvey became a railroad employee, experiencing first-hand the unsanitary conditions and poor food faced by travelers. In 1876 Fred Harvey offered his services to the Santa Fe Railroad as a provider of restaurants serving superior food at fair prices along the Santa Fe Rail line. The basic agreement was that Harvey would provide food, management, and equipment, while the railroad would provide free transportation for food, water and employees as well as the building housing the restaurant.

In 1889 a more formal contract was made giving Harvey exclusive rights to manage and operate the eating houses, lunch stands, and hotel facilities at any of the Santa Fe Railroad stops west of the Missouri River. Coal, water, ice, and other supplies would be transported by the railroad and any profits would be Mr. Harvey's. By this time a Harvey House could be found every one hundred miles along the railway. Some of these restaurants and hotels were found in Topeka, Los Angeles, Amarillo, Deming, New Mexico and Winslow, Arizona. "Meals by Fred Harvey" became an advertising slogan used by the Santa Fe Railroad. The railroad's profit grew with increased ticket sales.

In the years before World War I, the American West became a tourist destination for Europeans and rich Americans who sought adventures offered by a trip to the "wild west". Tourism became a major industry. The railroads continued to build the tourism industry by offering travelers auto tours to visit Indian reservations and other nearby points of interest. The trains offered Pullman cars that had luxury accommodations but more hotels were needed at major national attractions such as Grand Canyon.

Fred Harvey and the Santa Fe Rail's Development of Tourism at Grand Canyon

The Santa Fe's main line passed through Williams, Arizona. Using old mining tracks purchased by the Santa Fe Railroad, the company built a rail line from Williams to the edge of the Canyon. In 1901 the first train arrived at the Grand Canyon. Development designed to accommodate more tourists began in 1903 with the construction of the El Tovar, a luxury hotel completed in 1905.

Bolstered by Santa Fe executive, Edward Ripley, promotions for the Grand Canyon began with travel brochures, advertisements, and news stories. Ripley then purchased a spectacular painting of the canyon by artist Thomas Moran. Thousands of lithographs of Moran's painting were given to schools, hotels, homes, offices, and railroad stations. These pictures stirred the imagination and curiosity of many Americans, many of whom followed the trains to see the magnificent canyon. When Grand Canyon was designated a national park in 1919, the Fred Harvey Company was named the park's official concessioner. The tourist traffic to Grand

Canyon by train or car increased from 44,000 in 1919 to 200,000 in 1929 and over 300,000 in the mid-1930s.

The Harvey Girls

Mr. Harvey first hired men to wait on his guests. However, after a major disruption by waiters in which restaurant equipment was destroyed, Harvey decided to hire women. Because many people considered the west a lawless and unsafe place, and food service an undesirable occupation for respectable young women, Harvey initially experienced difficulty in hiring women. Thus, Harvey advertised, seeking intelligent, single women between the ages of 18 and 30 from solid families. Harvey assured applicants' parents that he would set up strict rules ensuring employees' reputations (see "The Harvey Way" handout).

Some of the women who applied were looking for new opportunities and the chance to travel. Others sought the income. With room and board provided, a wage of \$17 a month, plus tips, many young women from Midwestern farm families were able to send money home and, in some instances, save money for further education.

Suggested Procedures

1. Ask students the following questions:
 - Who has taken a vacation recently?
 - Where did you go?
 - How did you hear about your destination?
(TV, newspaper, internet, friends, book, letter, magazine, phone, other?)
 - How did you travel to your destination?
2. Tell students the following:

Today we're going to take a look at the beginning of tourism in the "Wild West." Our story of tourism at Grand Canyon can't be told without looking at the influence of one man, Fred Harvey. Mr. Harvey was an English immigrant to America whose business provided quality food and lodging to travelers on the Santa Fe Railroad. In 1919 he became the official concessioner who provided food and rooms to tourists visiting Grand Canyon. As more tourists came to the canyon, Mr. Harvey built more hotels and restaurants at Grand Canyon, including the El Tovar Hotel, the Bright Angel Lodge and Phantom Ranch. He provided gourmet food at a fair price and encouraged visitors to choose the Santa Fe Railroad as their means of travel.
3. Share the PowerPoint presentation Growth of Grand Canyon Tourism
3. Have students identify the date when the Santa Fe Railroad first arrived at Grand Canyon (1901). In groups of three, or using pair-and-share, have students discuss what they think life was like in 1901. It may be helpful to list appropriate subject areas on the board, including clothing, travel, cost of living, leisure, work, school, and other areas you wish them to consider.
4. Pass out the "Photo Document Analysis" worksheet (one to each student).
Review the different sections of the handout and then, using one of the photos either

in the PowerPoint “Growth of Grand Canyon Tourism”, or in the binder, complete the photo document analysis sheet as a group activity.

5. Using the information on the numbers of visitors to Grand Canyon, create a line graph. Discuss issues arising from increased tourism to Grand Canyon, including the impact on the canyon itself.

Evaluations (Assessments)

Ask students to write:

1. One paragraph explaining why and how the Santa Fe Railroad and the Fred Harvey Company promoted Grand Canyon.
2. One paragraph explaining the impact more tourists had, and have, on Grand Canyon and the people who live nearby.

If students made Grand Canyon folders in a previous lesson, have them place these paragraphs in their folders.

Extension Activities

1. Pass out additional “Photo Document Analysis” worksheets and have students, either individually or working in groups, analyze other pictures or documents included in the PowerPoint “Growth of Grand Canyon Tourism” or in the binder.

Tech Notes

The PowerPoint “Growth of Grand Canyon Tourism” accompanies this lesson. Materials included in the PowerPoint are included in the binder if this technology is not available to you.

Resources

Anderson, Michael. *Living at the Edge: Explorers, Exploiters, and Settlers of the Grand Canyon Region*. Grand Canyon: Grand Canyon Association, 1998.

Morris, Juddi. *The Harvey Girls: The Women Who Civilized the West*. New York: Walker and Co., 1994.

Standards

Arizona Social Studies Standards

S1:C7 Grade 4--P02

S5: C2 Grade 5--P03

S1:C1 Grade 6--P07

Arizona Reading Standards

S1:C1 Grade 4--P08; Grade 5--P08; Grade 6--P09

Arizona Writing Standards

S3: C2 Grade 4--PO2; Grade 5--PO2; Grade 6--PO2