

**MAKING IRELAND IRISH:
TOURISM AND NATIONAL IDENTITY SINCE THE CIVIL WAR**featuring **DR. ERIC G. E. ZUELOW**, History, University of New England

From the dark shadow of civil war to the pastel-painted towns of today, tourism played an essential part in the creation of modern Ireland. Following the end of bloody conflict, energetic developers both utilized continental models and created their own uniquely Irish solutions in an effort to build a tourist industry. For boosters, tourism offered a panacea for myriad problems. It ultimately offered far more. Tourism did nothing less than reshape the Irish landscape, prompt the creation of new traditions, and spark the formation of new, uncontroversial narratives of the Irish past. Beyond this, tourism offered an opportunity for people from across Irish society to perpetually work out a sense of self that fit the changed circumstances brought by the evolving story of modern Ireland. This lecture traces that story, from the earliest tourism development efforts through the early twenty-first century debate about what to call Dingle, in an effort to explore the perpetual re-formation of Irish identity.

ERIC G. E. ZUELOW (pronounced Zee-low) is Assistant Professor of European History at the University of New England. He is especially interested in the evolution of national identity in the British Isles and in the history of popular culture in Europe during the nineteenth and twentieth centuries. Eric is co-editor of “Nationalism in a Global Era: The Persistence of Nations” (Routledge, 2007), editor of “Touring Beyond the Nation: A Transnational Approach to European Tourism History” (Ashgate, 2011), and is author of “Making Ireland Irish: Tourism and National Identity since the Irish Civil War” (Syracuse, 2009)—recipient of the 2009 James S. Donnelly Sr. Prize for Best Book in the Social Sciences and History from the American Conference for Irish Studies. Zuelow is reviews editor for the “Journal of Tourism History” and is the editor/creator of “The Nationalism Project,” a website devoted to the study of ethnicity and nationalism in global perspective.

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