

## TRAVELIN' TRUNK LESSON:

# Growth of Grand Canyon Tourism

**DURATION:** fifty- to sixty-minute lesson

**LOCATION:** classroom

**KEY VOCABULARY:** tourists, tourism, promotions, brochures, destination, concessioner, infer, quadrant

**TRUNK MATERIALS:** laminated photograph of El Tovar Hotel, laminated photo of first train arriving at the canyon, National Park Profile, "Bright Angel History Room" brochure, *Living at the Edge*, photo analysis worksheet (worksheets and handouts CD), "The Harvey Way" handout (worksheets and handouts CD), *Growth of Grand Canyon Tourism* PowerPoint

**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:** How did the Santa Fe Railway 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 roles of the Fred Harvey Company and the Santa Fe Railway.
2. Create a line graph showing the growth of visitors to Grand Canyon.

## 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 that travelers faced. In 1876, Harvey offered his services to the Santa Fe Railway as a provider of restaurants serving superior food at fair prices along the Santa Fe Railway 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, Harvey signed a more formal contract bestowing exclusive rights to manage and operate the eating houses, lunch stands, and hotel facilities at any of the Santa Fe Railway stops west of the Missouri River. Coal, water, ice, and other supplies would be transported by the railroad, and any profits would be Harvey's. By this time, a Harvey House could be found every one hundred miles along the railway. Some of the locations where the restaurants and hotels were found included Topeka, Kansas; Los Angeles; Amarillo, Texas; Deming, New Mexico; and Winslow, Arizona. "Meals by Fred Harvey" became an advertising slogan used by the Santa Fe Railway. The railroad's profits grew with increased ticket sales.

## Growth of Grand Canyon Tourism



*Fred Harvey, ca. 1880*

In the years before World War I, the American West became a tourist destination for Europeans and rich Americans who sought the 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 American 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 Railway's Development of Tourism at Grand Canyon

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

Bolstered by Santa Fe executive, Edward Ripley, promotions for 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 lithographs stirred the imaginations and curiosities of 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 forty-four thousand in 1919 to two hundred thousand in 1929 and more than three hundred thousand 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 eighteen and thirty 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 and 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.

## Growth of Grand Canyon Tourism

### SUGGESTED PROCEDURE:

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:

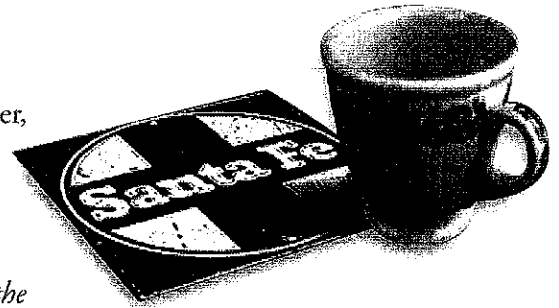
*Today we're going to take a look at the beginning of tourism in the "Wild West." Our story of tourism at Grand Canyon can't be told without looking at the influence of one man: Fred Harvey. Harvey was an English immigrant whose business provided quality food and lodging to travelers on the Santa Fe Railway. In 1919 he became the official concessioner who provided food and rooms to tourists visiting Grand Canyon National Park. As more tourists came to the canyon, Harvey built more hotels and restaurants at Grand Canyon, including El Tovar Hotel, Bright Angel Lodge, and Phantom Ranch. He provided gourmet food at a fair price and encouraged visitors to choose the Santa Fe Railway as their means of travel.*

3. Share the PowerPoint presentation *Growth of Grand Canyon Tourism*

4. Have students identify the date when the Santa Fe Railway first arrived at Grand Canyon (1901). Pass out "The Harvey Way" handout. 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. Particularly, have them discuss what it was like for the Harvey Girls working for the Fred Harvey Company.

5. Pass out the photo 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 analysis sheet as a group activity. Have one group examine the pamphlet "Bright Angel History Room" and contrast it with the photographs.

6. Using the information on the numbers of visitors to Grand Canyon (National Park Profile), create a line graph. Discuss issues arising from increased tourism to Grand Canyon, including the impact on the canyon itself.



*The first Grand Canyon Railway train arrives at the South Rim on September 17, 1901.*

## Growth of Grand Canyon Tourism

**EVALUATIONS (ASSESSMENTS):** Ask students to write:

1. One paragraph explaining why and how the Santa Fe Railway 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.



*Top left: Tour cars bumper-to-bumper from the Fred Harvey Garage to the El Tovar Hotel, ca. 1923; Top right: Visitors by motor lodge with tour bus, ca. 1930; Center: Canyon View Information Plaza near Mather Point, Grand Canyon National Park; Bottom: Oscar Mayer Weinermobile at the South Rim, ca. 2005*

### EXTENSION ACTIVITIES:

1. Pass out additional photo 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.

### STANDARDS:

Arizona Social Studies Standards

S1:C7 Grade 4—PO2

S5: C2 Grade 5—PO3

S1:C1 Grade 6—PO7

Arizona Reading Standards

S1:C1 Grade 4—PO8; Grade 5—PO8; Grade 6—PO9

Arizona Writing Standards

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

# Photo Analysis Worksheet

EXTENSION ACTIVITY

## Growth of Grand Canyon Tourism

### Step 1. Observation

- A. Study the photograph for two minutes. Form an overall impression of the photograph and then examine individual items. Next, divide the photo into quadrants and study each section to see what new details become visible.

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- B. Use the chart below to list people, objects, and activities in the photograph.

People	Objects	Activities
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### Step 2. Inference

Based on what you have observed above, list three things that you might infer from this photograph.

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### Step 3. Questions

- A. What questions does this photograph raise in your mind?

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- B. Where could you find answers to these questions?

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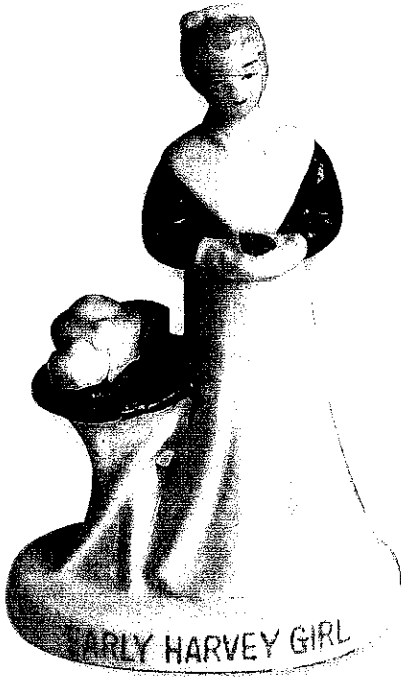
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EXTENSION ACTIVITY

Growth of Grand Canyon  
Tourism

# The Harvey Way

## Harvey Girls' Rules



- ☞ No makeup
- ☞ No jewelry
- ☞ No stains on uniforms at any time
- ☞ No dust anywhere
- ☞ Mandatory hair up in buns or hairnets
- ☞ All silver continually polished
- ☞ Orange juice freshly squeezed
- ☞ Coffee must be fresh
- ☞ Napkins must be precisely folded
- ☞ Tables must be precisely set
- ☞ Always be courteous to patrons
- ☞ Never converse with patrons
- ☞ Never flirt with patrons
- ☞ Mandatory residence in dormitories
- ☞ No men in dormitory rooms ever
- ☞ Must keep dormitory rooms spotless
- ☞ Must obey 10:00 PM curfew
- ☞ During the course of the contract, no marriage

*Left: Fred Harvey wranglers and Harvey Girls by the Bright Angel Hotel, ca. 1915;  
Right: Harvey Girl filling coffee cup, ca. 1900*

