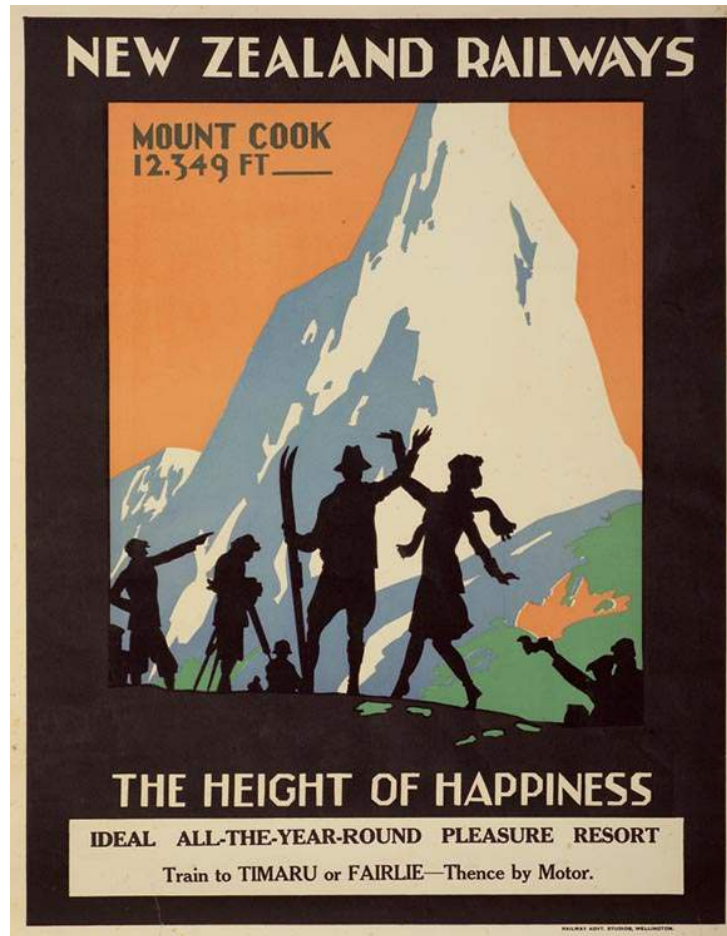


Reference Guide

Tourism Sources at the Hocken Collections



*“The Height of Happiness”, Railway Advertising Studios, c.1930, colour lithograph.
Ephemera Collection.*



Hocken Collections

Uare Taoka o Hākena

University of Otago Library

Nau Mai Haere Mai ki Te Uare Taoka o Hākena:

Welcome to the Hocken Collections

He mihi nui tēnei ki a koutou

kā uri o kā hau e whā arā, kā mātāwaka o te motu, o te ao whānui hoki.

Nau mai, haere mai ki te taumata.

As you arrive

We seek to preserve all the taoka we hold for future generations. So that all taoka are properly protected, we ask that you:

- place your bags (including computer bags and sleeves) in the lockers provided
- leave all food and drink including water bottles in the lockers (we have a researcher lounge off the foyer which everyone is welcome to use)
- bring any materials you need for research and some ID in with you
- sign the Readers' Register each day
- enquire at the reference desk first if you wish to take digital photographs

Beginning your research

This guide gives examples of material relating to tourism held in the Hocken. All items must be used within the library. As the collection is large and constantly growing not every item is listed here, but you can search for other material on our Online Public Access Catalogues:

- for books, theses, journals, magazines, newspapers, maps, and audiovisual material, use Library Search|Ketu. The advanced search - <https://tinyurl.com/mtske2x9> gives you several search options, and you can refine your results to the Hocken Library on the left side of the screen.

The Library Search Guide <https://otago.libguides.com/ketuhelp> contains helpful tips and assistance for using Library Search|Ketu;

- for art, photographs, ephemera, and archives, use Hākena - <https://hakena.otago.ac.nz>. Listing of the ephemera collection has just begun on Hākena; please talk to desk staff if you have any questions about this collection.

The Hākena Search Help Guide <https://otago.libguides.com/hakena> contains helpful tips and assistance for using Hākena;

- digitised images of many collection items may be viewed via Library Search | Ketu (all collections), Hākena (archives, ephemera, art and photography collections) and Hocken Digital Collections <https://hocken.recollect.co.nz/> (maps, sheet music, archives, ephemera, art and photography collections). Images can be downloaded from these sites, but check the use and copying conditions for each item first.
To obtain full citation details of unpublished items (archives, ephemera, art and photography), and to locate other items from the same collections, please view them via Hākena and Hocken Digital Collections.

There is an online guide to the Hocken Collections for researchers at <https://otago.libguides.com/hocken>. It includes tips on referencing Hocken sources.

If you have any enquiries about ordering or other research questions, please ask the reference desk staff – they will be happy to assist you.

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General tourism resources

The Hocken holds a wide range of material relating to New Zealand, the Pacific and Antarctica. Try a search on our two catalogues – Library Search|Ketu (for books, newspapers, periodicals, maps, audiovisual material) and Hākena (for art, photography, ephemera and archives) – on the topic that interests you.

The following subject headings should be useful for finding books, periodicals and reports relating to tourism in the publications collection:

- Tourism -- New Zealand
- Visitors, Foreign -- New Zealand
- Tourism -- Pacific area
- Tourism -- Fiji [or substitute name of another Pacific country]
- Tourism -- Antarctica

Guidebooks

We have the latest New Zealand tourist guidebooks, along with much earlier ones, such as the *Itinerary of travel in New Zealand*, issued by the Government Department of Tourist and Health Resorts (we hold several issues, the earliest from 1903-1904). We also have numerous early publications by travellers around New Zealand, for example, *Rambles in New Zealand* by John Carne Bidwill, published in 1841. Try the following subject headings:

- New Zealand -- Description and travel
- New Zealand -- Guidebooks
- New Zealand -- Tours
- Health resorts -- New Zealand
- South Island (N.Z.) -- Description and travel [or other specific part of New Zealand]

For tourist guides and descriptions of travel relating to the Pacific or Antarctica, try the following general subject headings:

- Antarctica -- Description and travel
- Islands of the Pacific -- Guidebooks
- Islands of the Pacific -- Description and travel
- Pacific area -- Description and travel
- Pacific area -- Guidebooks

Or try the name of a specific Pacific country, for example:

- Cook Islands -- Description and travel
- Cook Islands -- Guidebooks

We also have some guides written for New Zealanders travelling overseas, catalogued under the subject heading:

- Travel -- Handbooks, manuals, etc.

Official publications

We have numerous reports and other publications by the New Zealand government department responsible for tourism. Try an author search or a keyword search using the name of the department, which changed over time as follows:

- Department of Tourist and Health Resorts (1901-1909)
- Department of Agriculture, Commerce and Tourists (1909-1912)
- Department of Tourist and Health Resorts (1912-1929)
- Department of Industries and Commerce, Tourist and Health Resorts and Publicity (1930-1946)
- Tourist and Publicity Department (1946-1991)
- Ministry of Tourism (1991-1994)
- Tourism Policy Group [part of Ministry of Commerce] (1994-1998)
- Office of Tourism and Sport (1998-2002)
- Ministry of Tourism (2002-2012)
- Labour, Science and Enterprise Group - Tourism and Hospitality Branch [part of Ministry of Business, Innovation & Employment] (2012-)

(The above dates were obtained from Archives New Zealand's *Collections Search* catalogue, <https://collections.archives.govt.nz/web/arena#/>).

Ephemera

Our ephemera collection includes brochures, posters, hotel luggage labels, calendars [Eph-Gp-0139], and similar promotional items relating to tourism for all areas of New Zealand and some Pacific Islands. Of particular interest is our collection of New Zealand Railways posters dating from the 1930s to 1990s which promoted travel and tourism in New Zealand. We also hold advertising for NAC (National Airways Corporation), Air New Zealand, South Pacific

Airlines of New Zealand Limited [Eph-Gp-0163], British Commonwealth Pacific Airlines Limited [Eph-Gp-0167], Shaw Savill and Albion Company Limited [Eph-Gp-0150] and the New Zealand Shipping Company Ltd (Eph-Gp-0201). Search Hākena for holdings and view some items online via Hocken Digital Collections at <https://hocken.recollect.co.nz/>.

Useful sources about artwork relating to New Zealand tourism are:

Alsop, Peter, Gary Stewart and Dave Bamford (2012). *Selling the dream: the art of early New Zealand tourism*. New Zealand: Craig Potton Publishing.

Alsop, Peter, Neill Atkinson, Katherine Milburn, Richard Wolfe (2020). *Railways studios: how a government design studio helped build New Zealand*. Wellington, New Zealand: Te Papa Press.

The ephemera collection is beginning to be listed on Hākena, so please ask desk staff for assistance.

Video and sound recordings

We have several sound recordings, videotapes and DVDs produced for the tourist market. These appear on Library Search | Ketu. The following examples show the type of material held:

A guided tour from Nelson to Farewell Spit (2004). Nelson: Soundtrek. Compact disc, "Hear the history and stories of this region."

Maori melodies of New Zealand (n.d.). A square cardboard record with picture sleeve. Sponsored by the New Zealand Travel Industry.

Kazan, Lainie (197-?). *Lainie Kazan sings Air New Zealand's Pacific*. [Auckland?]: Air New Zealand. 45 rpm record, the soundtrack of a travel commercial.

Moore, Grahame (2004). *New Zealand from coast to coast*. Videorecording (DVD) of "scenery, culture, people and places ... portraying a unique and beautiful land."

Archives

Our archives collection includes a variety of items relating to tourism in general. Try a broad search on Hākena for 'tourism'. Examples of interesting collections are:

John Dore papers [ARC-0487]. Dore was government agent for tourist activities in Fiordland during the early twentieth century.

Otago Council records [ARC-0068]. This council, which promoted development opportunities in Otago, was active from the late 1960s to the early 1990s. It was active in promoting tourism. As well as Otago Council records, the collection includes records of the South Island Promotion Association.

Otago Peninsula Trust records [MS-1684]. We have administrative records of the trust, which operates several Peninsula tourist attractions.

George Moir collection [Misc-MS-0629]. This is a collection of annotated publications relating to walking, mountaineering and early tourism in the South Island.

The subject heading 'New Zealand – description and travel' will also locate a wide range of archives of interest. Many of the collections of personal and family papers in our archives contain diaries, scrapbooks, photographs, and other material relating to travel beyond New Zealand – notable examples include the papers of Charles Brasch [ARC-0124], Ernest Webber [MS-3333], Louise Sutherland [ARC-0621] and E.J. Howard [ARC-0441].

Theses

We hold several unpublished theses by University of Otago students on various tourism related topics. Try a search on Library Search | Ketu for the topic that interests you and then refine results by 'Theses'. Our holdings include:

Michael N.R. Brown (1998). *On the edge: a history of adventure sports and adventure tourism in Queenstown*. Thesis (M.A.) -- University of Otago. Available online at <https://hdl.handle.net/10523/3314>.

Bryan Dunne (1998). *'No ordinary tourists': the Second New Zealand Division in the Middle East, 1939-1945*. Thesis (M.A.) -- University of Otago. Available online at <https://hdl.handle.net/10523/9522>.

Amber Mann (2005). *Loving our national parks to death*. Thesis (BA (Hons)) -- University of Otago. Available online at <https://hdl.handle.net/10523/2677>.

Travel

We hold numerous publications and archives relating to transport. Try a subject search on Hākena or Library Search | Ketu for 'transportation', or for the form of travel that interests you, for example:

- Airlines
- Bus lines
- Cable cars
- Railroads
- Shipping

The New Zealand Railways government department has always played a significant role in tourism within New Zealand. One interesting source is their publication the *New Zealand Railways Magazine* (1926-1940). We have this in hard copy, and it is also available electronically via the archived *New Zealand Electronic Text Centre* <https://tinyurl.com/nxdbhju>. This magazine contains a wealth of information about tourism in New Zealand, as well as New Zealand history, literature, and culture. We have an index published in 1942 (*New Zealand Railways Magazine index*).

Archives collections of particular interest include:

Jim Dangerfield papers [ARC-0572 and various collections]: Dangerfield was a railway historian. His papers include a wide range of material relating to railways in New Zealand.

Otago Excursion Train Trust records [ARC-0688]: the trust has run train excursions through the Taieri Gorge and from Dunedin to Port Chalmers and northwards since 1977.

Union Steam Ship Company of New Zealand records [AG-292]: based in Port Chalmers, the company was New Zealand's major shipping firm for many years, running routes around New Zealand and around the world. We have a large collection of their administrative records.

For more transport-related sources, please see the separate research guide *Motoring Sources at the Hocken Collections* - <https://www.otago.ac.nz/library/hocken/guides-to-the-hocken-collections>.

Accommodation and hospitality

For general books and periodicals relating to hospitality and accommodation, try a search for the following subjects on Library Search|Ketu:

- Hotel management -- New Zealand
- Hospitality industry -- New Zealand

We have various directories to New Zealand accommodation, some of them dating back for many years. Try searching the following subjects on Library Search|Ketu:

- Bed and breakfast accommodations -- New Zealand -- Directories
- Camp sites, facilities, etc. -- New Zealand -- Directories
- Hotels -- New Zealand -- Directories

- Hotels -- New Zealand -- Handbooks, manuals, etc.
- Motels -- New Zealand -- Directories

Some guides are for specific regions, so it is worth also trying more specific searches, for example:

- Camp sites, facilities, etc. -- New Zealand -- Auckland (Region) -- Directories
- Hotels -- New Zealand -- North Island -- Handbooks, manuals, etc.

Among the best-known New Zealand accommodation directories are the Automobile Association (AA) guides. They are divided into North and South Island guides, and we have holdings from the 1930s onwards.

For material in our archives collection, try searching under the terms 'hotels' and 'lodging-houses' on Hākena. Among the interesting collections are:

Queenstown Borough Council records [ARC-0332]. Includes records relating to the council's camping ground, established in the 1940s.

Paradise House visitors' books [AG-228]. Includes visitor records for this Glenorchy guest house from 1891 to 1942.

Frank Tod papers [ARC-0595]. Tod wrote a book on Dunedin hotels and this collection includes his research papers and photographs on hotels.

Recreation and sport tourism

We have many books and periodicals about sport and recreation in New Zealand in our published collection. Try a subject search on Library Search|Ketu using the name of the specific sport, for example:

- Fishing -- New Zealand
- Hiking -- New Zealand

Other more general subject headings may be useful, for example:

- National parks and reserves -- New Zealand
- Outdoor life -- New Zealand
- Outdoor recreation -- New Zealand
- Recreation areas -- New Zealand
- Recreation -- New Zealand

- Sports and tourism -- New Zealand

We hold the archives of numerous clubs and organisations involved in sport and recreation. Try a search on Hākena for the sport or activity which interests you, or under the subjects 'recreation', 'outdoor recreation' and 'sports'. Notable collections include:

New Zealand Alpine Club [ARC-0105]: a very large collection, which includes records of the club's headquarters and several sections, along with collections of personal papers of various club members. Includes numerous photographs. We also have records of the affiliated club **Women Climbing Inc.** [MS-3022].

Otago Tramping and Mountaineering Club [ARC-0338]: we have an extensive collection of archives of the club, which was founded in 1923.

Fish and Game New Zealand/Otago Acclimatisation Society [ARC-0551 and various collections]: we have a large collection of records for the Otago region of Fish and Game New Zealand, and for its predecessor, the Otago Acclimatisation Society. These include material relating to fishing and hunting, including the release of new species.

Otago Ski Club [ARC-0323]: we have records of the club dating from the 1930s onwards. We also hold records of the Otago University Ski Club, dating back to the 1930s.

Otago Rugby Football Union [AG-248]: we have a large collection of the Union's archives, dating from 1882 to 1980. We also hold the archives of many individual rugby clubs and players – check Hākena using the subject heading 'rugby football'.

For more sports related sources please see the separate research guide *Sports, Physical Education & Dance Sources at the Hocken Collections* –

<https://www.otago.ac.nz/library/hocken/guides-to-the-hocken-collections>.

Heritage and cultural tourism

We hold very large collections of publications and archives relating to the history and culture of New Zealand. Try searching our catalogues for the specific topic or location which interests you. Examples for finding publications on Library Search|Ketu:

- Oamaru (N.Z.) -- history
- Wood-carving, Maori -- New Zealand
- Otago Museum

The following subject headings may also be useful when searching for published items on Library Search|Ketu:

- Culture and tourism -- New Zealand

- Heritage tourism -- New Zealand
- Historic sites -- New Zealand

Likewise, try searching Hākena for the specific topic which interests you. Among the collections of particular interest are:

Peter Petchey archaeology reports [ARC-0095]. Includes archaeological reports on a wide range of Otago sites.

Jill Hamel archaeology reports [ARC-0318]. This is another collection with a wide range of archaeological reports.

New Zealand Historic Places Trust records [ARC-0548]. Includes copies of research reports on historic buildings and locations around New Zealand, mostly written in the 1970s.

Rock art: there are there are drawings and other papers relating to South Island rock art in the papers of J.L. Elmore [ARC-0516], Hugh McCulley [MS-0479], Tony Fomison [ARC-0375], H.D. Skinner [ARC-0484] and Peter Gathercole [Misc-MS-0642].

Food and wine tourism

We have a large collection of New Zealand recipe books and books about food, some of which relate to food from a particular district. Try searching Library Search|Ketu using subject headings like the following:

- Cookery -- New Zealand -- Central Otago District
- Farmers' markets -- New Zealand
- Otago Farmers Market
- Cheese industry -- New Zealand
- Restaurants -- New Zealand

For further advice on items relating to food in our collections, including our archives collections, please see the separate research guide *Food and Cookery Sources at the Hocken Collections* - <https://www.otago.ac.nz/library/hocken/guides-to-the-hocken-collections>.

For publications relating to wine, try the following subject headings:

- Wine industry -- New Zealand
- Wine and wine making -- New Zealand
- Wineries -- New Zealand

- Vintners -- New Zealand

Most of these have more specific sub-headings, such as:

- Wine and wine making -- New Zealand -- Central Otago District -- History
- Wineries -- New Zealand -- Maps

Our holdings include:

Keith Stewart (2010). *Chancers and visionaries: a history of New Zealand wine*. Auckland, N.Z.: Godwit.

We have a few collections relating to New Zealand wine in our archives collection. Try a search on Hākena for 'wine'. Among the items of interest are:

Robert Duncan [Misc-MS-1981]. Duncan experimented with grape-growing near Alexandra from the 1950s to 1970s. This is his manuscript account of his experiments.

Gary Blackman [99-265]. This collection includes clippings relating to New Zealand wine, along with wine tasting notes.

Ecotourism

For publications relating to ecotourism in our collections, try a subject search on Library Search | Ketu under the subject heading 'Ecotourism -- New Zealand'.

Our holdings include:

Peter Alsop, Dave Bamford and Lee Davidson (2018). *Scenic playground: the story behind New Zealand's mountain tourism*. Wellington, New Zealand: Te Papa Press.

We have several archives collections relating to wildlife, which may be of interest for ecotourism research. We also have collections relating to various environmental campaigns, such as the Save Manapouri Campaign and Save Aramoana Campaign. Try the following subject searches on Hākena:

- Wildlife conservation
- Natural history
- Environmental protection

Among the notable collections are:

Lance Richdale papers [ARC-0476]. Richdale was a highly regarded ornithologist who helped establish the Dunedin albatross colony. This large collection includes papers and photographs concerning albatrosses, penguins, and other seabirds.

Royal Forest and Bird Protection Society of New Zealand records [ARC-0431]. We have a large collection of records for the Dunedin branch of this, New Zealand's largest conservation organisation.

Maps

Our large collection of maps includes many designed for tourists, dating from the 1880s through to the present. See our *Maps and plans at the Hocken Collections* research guide - <https://www.otago.ac.nz/library/hocken/guides-to-the-hocken-collections>. Try a search on Library Search | Ketu under the subject heading:

- New Zealand -- Maps, Tourist

Or use a more specific geographic location, for example:

- Auckland (N.Z.) -- Maps, Tourist

We also have some Pacific tourist maps. Check using the name of the country, for example:

- Samoa -- Maps, Tourist

Art and Photography

Our art and photography collections include numerous photographs, postcards, and artworks of tourist destinations in New Zealand and the Pacific. Try a search on Hākena under the name of the location that interests you.

Some photographs and artworks can be viewed online at Hocken Digital Collections - <https://hocken.recollect.co.nz/>. You can search using the main search bar or access the 'Hocken Snapshot' collection to browse geographically or by topic. If you are interested in hospitality, try browsing the photographs of various towns and settlements – many of these include images of early hotels. For recreation, check activity-based topics, for example, climbing or curling.

An example of the sort of material we hold is:

Burton Brothers photograph album, 'Land of Loveliness New Zealand' [P2008-048, Album 154]. This is one of many albums of scenic photographs in our collection. It includes 42 photographs, with subjects including Lake Manapouri, Milford Sound, the thermal parks at Rotorua, Lake Pearson, Glendhu and Lake Wanaka, Queenstown and Lake Wakatipu, Fiordland including Milford Sound, Otira Gorge, Cromwell, Akaroa (including a view of the Māori kaik), kauri logs in the Mongarewa Gorge, Mount Cook and the Waitaki Bridge.

Websites

The **Ministry of Business, Innovation & Employment** website includes a section on tourism research and data: <https://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/>

The Ministry of Culture and Heritage's **New Zealand History** website has various articles of interest. For example, under the 'Culture and Society' section, see 'Transport', 'Sport', 'Lifestyle', 'Places', and 'The Great Outdoors': <https://nzhistory.govt.nz/>

DigitalNZ a portal into digital collections of images from various New Zealand institutions. You can search on any topic: <https://digitalnz.org/>

Te Ara The Encyclopedia of New Zealand includes a section on the tourist industry <https://teara.govt.nz/en/tourist-industry>

The **Centre for Recreation Research** is housed in the University of Otago Department of Tourism and aims to establish a long-term research programme to develop theoretical and practical knowledge about commercial and non-commercial recreation developments in rural, urban and natural areas, both in New Zealand and overseas: <https://www.crr.otago.ac.nz/>

Tohu Whenua describes twelve significant Otago Landmarks: <https://tohuwhenua.nz/regions/otago/>

Archives New Zealand have digitised thousands of images created by the National Publicity Studios: <https://www.archives.govt.nz/research-guidance/research-guides/photography-and-art/photography>. They have also digitised some material relating to Royal tours and state occasions.



***The Giants Gate, Lake Ada, Milford, 1900-1930. Morris (firm),
P1985-020-316. Photography Collection.***

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