

ESF Exploratory Workshop on

Eurobus

Helmond (The Netherlands), 11-13 June 2009

Convened by:
Gijs Mom^① and John Walton^②

① Technische Universiteit Eindhoven, Nederland

② Leeds Metropolitan University, UK

Co-sponsored by





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The Exploratory Workshops scheme is one of the key instruments of the Science Strategy “pillar”. Each year, ESF supports approximately 50 Exploratory Workshops across all scientific domains. The focus of the scheme is on workshops aiming to explore an emerging and/or innovative field of research or research infrastructure, also of interdisciplinary character. Workshops are expected to open up new directions in research or new domains. It is expected that a workshop will conclude with plans for specific follow-up research activities and/or collaborative actions or other specific outputs either within the frame of ESF (e.g. prepare the ground to develop a [Forward Look](#), a [Research Networking Programme](#) or a [EUROCORES](#) proposal; publication of a Policy Briefing...) or for submission to the EU 7th Framework Programme or to other European or international funding organisations.

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Main Objectives of the Workshop:

Historians of transport, travel and tourism have neglected the importance of long-distance bus and coach travel to the development of international traffic flows, contacts and relationships across twentieth-century Europe. The emphasis on rail, air and (to a lesser extent) passenger shipping in the existing literature has missed out an enduringly important stage in, and aspect of, international transport history, with important implications for tourist development and broader cultural change that need to be teased out.

This colloquium will lay the groundwork and set the agenda for future work in this important field, examining the development of the bus and coach industries (manufacture, design, infrastructure, traffic flows, demand patterns, destinations) between the first stirrings of international bus travel in the 1920s, and the consolidation of trans-European scheduled services in the 1970s, to the present. It will investigate the ways in which bus travel modified the nature and direction of the 'tourist gaze' and the experience of the international journey, and the influence of the bus and (in the current English of the time) the 'luxury coach' of the 1930s onwards in opening out new journeys, staging posts and destinations in contradistinction to the established patterns and practices of the railway journey. It will examine the overlapping categories of regular timetabled services, holiday excursions to tourist destinations, and 'package tourism' (which was already using this transport mode in the 1930s), the evolving relationships between transport modes (the bus in conjunction with rail, sea and air), and the mediatory role of the driver and courier in providing a more personal and directive service to bus and coach travellers. It will take account of the experiences of migrants, travellers and tourists, and of contrasting developments in different parts of Europe, east and west, north and south, large countries and small; and it will pay due heed to the importance of the hiatus of the Second World War and post-war reconstruction, and of other major economic and political events and processes, especially the fall and lifting of the 'Iron Curtain', the articulation of the European Union, and the role of road transport in the reintegration of (for example) Spain and Portugal into mainstream European travel cultures from the 1960s. Comparisons with work on the history of bus and coach transport systems and their cultural impact in the United States and Latin America will add additional dimensions to this work.

Workshop Agenda

The colloquium will last two and a half days, with a half-day session on each of four key themes: the emergence of bus and coach technology and culture in Europe; competing European networks of coach, train, sea and air travel; experiencing 'Europe' through coach tourism; and experiencing 'Europe' through immigrant bus travel, in both directions. A final half-day session will be devoted to proposals for the further development of the project (bidding for further funding both nationally and at European level, organising further colloquia and other events, publishing and otherwise disseminating the findings of the present colloquium) as well as further expansion of our network.

The workshop will function on the basis of precirculated papers in order to allow for much discussion time. Commentators will illuminate the wider context of transnational studies, mobility and tourism history as well as other research projects that are currently undertaken within the framework of the ESF sponsored Inventing Europe and other programs. As an earlier proposal, submitted within the Inventing Europe framework, was judged very good to excellent by the review panel, and ended among the last eight of the selected projects but in the end was not funded, the workshop aims at maintaining the momentum among the original group members, while at the same time expanding this group to new countries and new participants.

Report publication and dissemination

Publication outlets may include special issues of the Journal of Transport History and Journal of Tourism History and essay collections in book form published by (for example) Ashgate or Berg. The Workshop Report will be published on the ECMD & Tensions of Europe websites

PRELIMINARY PROGRAMME

June 11th 2009

Afternoon	<i>Arrival</i>
16.00-17.00	Welcome by Convenor Gijs Mom (Technische Universiteit Eindhoven) Plenary Opening & setting agenda
17.00-17.20	Presentation of the European Science Foundation (ESF) Professor Bohuslav Manek (ESF Standing Committee for the Humanities (SCH))
17.20-17.30	<i>Coffee / Tea available at meeting venue</i>
17.30-20.00	Evening Session: the emergence of bus and coach technology in Europe
17.30-18.00	Presentation 1 <i>The rise of interurban bus services in Italy: an alternative to railways and private motorisation? (1901-1939)</i> Fabio Berio
18.00-18.30	Presentation 2 <i>The emergence of bus and coach technology and culture in Europe</i> M. Moraglio & F. Paolini
18.30-19.00	<i>Coffee / Tea Break</i>
19.00-20.00	Discussion

20.30 Individual Dinner *(additional charge 15 euro pp)*

June 12th 2009

08.00-09.30	Central registration participants (Jorrit/Sonja)
09.30-12.00	Morning Session: Competing travel modes and experiences
09.30-10.00	Presentation 1 <i>Edification by bus, relaxation by airplane: The ideological implications of transforming personal transport of package tours in post-WW II Sweden</i> T. Kaiserfeld
10.00-10.30	Presentation 2 <i>Regulation of coach services</i> M. Schiefelbusch
10.30-11.00	Coffee / Tea Break
11.00-12.00	Discussion
12.00-13.00	Lunch
13.00-16.00	Afternoon Session: The development, nature and significance of European bus tourism
13.00-13.30	Presentation 1 <i>A bus ticket from Lagos to Hannover: the organization of the transnational road bus lines in the Southwest European corridor and the migration to 'Europe' (1950s-1990s)"</i> P. E. Guimarães
13.30-14.00	Presentation 2 <i>The bus, the tourist, and Europe</i> F. Schipper
14.00-14.30	Presentation 3 <i>Experiencing 'Europe' on the Road: Transnational Bus Travel and the Making of 'Europe'</i> J. Walton
14.30-15.00	Coffee / tea break
15.00-16.00	Discussion
16.00-1800	Late Session: National experiences in the European context
16.00-16.30	Presentation 1 <i>Europe by Bus/Germany by bus: International bustravel into Germany: Experiences of Migrants</i> H-J. Dienel & G. Heinickel
16.30-17.00	Presentation 2 <i>Tourism and Transport in the Netherlands, 1945-1965</i> A.A. de la Bruheze
17.00-17.30	Coffee / tea break
17.30-18.30	Discussion

June 13th 2009

- 09.00-12.00** **Morning Session: Future of Eurobus**
- 09.00-12.00 A final half-day session will be devoted to proposals for the further development of the project (bidding for further funding both nationally and at European level, organising further colloquia and other events, publishing and otherwise disseminating the findings of the present colloquium). Publication outlets may include special issues of the *Journal of Transport History* and *Journal of Tourism History* and essay collections in book form published by (for example) Ashgate or Berg
- 10.30-11.00 *Coffee / Tea Break*
- 12.30-14.00 *Lunch*
- 14.00-16.30** **Afternoon Session:**
- Optional: Social event: Helmond and surroundings tour by Solex***
- 16.30 *End of Workshop and departure*

European Science Foundation

Objectives of the ESF Standing Committee for the Humanities (SCH)

The main tasks of the **ESF Standing Committee for the Humanities (SCH)** are:

- to encourage interdisciplinary work through the independent evaluation of collaborative research proposals emanating from the scholarly community;
- to identify priority research areas and to play an integrative and co-ordinating role by creating links between research communities which in the Humanities are often small and fragmented.
- to contribute to the development of the ESF science policy agenda and to provide expert advice on science policy actions at the European level in the field of its responsibilities.

The Committee is well aware that the ESF is the only European Agency where the Humanities have a place next to the other sciences and where European projects are reviewed, developed and subsequently operated.

The Committee considers it all the more important to be heard as the voice of the Human Sciences in Europe and to continue pleading for a more prominent place for the Humanities in the European landscape.

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