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## Imperialist Tourism

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# Imperialist Tourism

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# Marketing the Empire

Imperialism: “The policy of extending the rule or authority of an empire or nation over foreign countries, or of acquiring and holding colonies and dependencies.”

Empire: “A group of nations or peoples ruled over by a powerful sovereign or government.”

Colonialism: “The control or governing influence of a nation over a dependent country, territory, or people.”





## Empire Marketing Board

- Created in May 1926
- Formed by Colonial Secretary Leo Amery
- Advertisement campaigns
- Split in 1933
- Goals:
  - Support scientific research
  - Promote economic analysis
  - Provide Empire publicity

# Tourism Posters

- positive depiction = positive connection
- portrays mutually beneficial arrangement
- imperialism of the past in terms of the future







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