

# Travel Journalism and Anglo-Portuguese Relations during the Second Decade of the 20th Century (1913)\*

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## 1. Introduction: Travel Journalism

*“The Press has taken today the place of Diplomats and Ambassadors in their great and good work: and the Press has it right in its power to do the job a great deal better, at much less cost, and without any of that mystery and intrigue which, it is asserted, too often pass for what is commonly called the World of Diplomacy.”*  
(Steven 5)

Exhaustively studied by authors such as Folker Hanusch and Elfriede Fürsich, contemporary travel journalism is characterised by texts produced by journalists invited by public or private institutions belonging to a particular country, with the purpose of producing accounts of their experiences for publication in the periodicals they work for, so publicising the country they visited as a tourist destination. In its essence, it is a form of touristic and

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sometimes political propaganda, published in exchange for an invitation to visit and stay at a particular destination, issued by an organisation which has an interest in promoting the venue through articles written by the visiting journalists.

As Lynn McGaurr explains, the study of travel journalism includes “journalistic agency, professional and personal tastes and interests, tourism marketing and public relations strategies and tactics, competition between sources for media access, place identity, projected image, symbols, brand extensions [...] [and] even the power of accolades in travel lists to submerge political frames”. Thus, tourism should be understood as “the most influential sectoral brand under the state’s master brand”. (2-3)

At the beginning of the twentieth century, the expression “travel journalism” was not yet in use. However, the circumstances under which a numerous group of British journalists visited Portugal at the invitation of the Sociedade Propaganda de Portugal (SPP/Society) clearly indicate that the articles they produced, against a backdrop of political turmoil in a country which was nevertheless appealing from the tourist viewpoint, are clearly examples of what today would be classified as travel journalism.

Tourism had begun to flourish at the end of the nineteenth century due to greater prosperity, increased leisure time and better means of transport, and according to Stephen Smith, (*apud* Vieira 44) part of its appeal was the freedom to choose one’s own itinerary and places to see. Studies of twentieth century travel accounts generally distinguish between the traveller and the tourist. Whereas autonomous travellers were free to seek out different places, new experiences and adventures, and to express their personal impressions, tourists, on the other hand, employed the services of a travel agency and took guided tours which limited their autonomy and the freedom to make personal decisions. Tourist guides not only told the tourists what to see, but also indicated the restaurant with the best food, the hotel with the best rooms and even suggested what they should think about their experiences. Although the invited party of British journalists (amongst whom there were a few Americans) were far closer to the

profile of tourists than autonomous travellers, they were obliged to follow an itinerary predetermined by the SPP.

It would be worthwhile, therefore, to look more closely, from an Anglo-Portuguese perspective, at the political and historical background to this invitation, which was made in February 1913.

## 2. The Sociedade Propaganda de Portugal and the British Campaign against the Republic

Founded in 1906 with the declared aim of promoting Portugal as a leisure destination both at home and abroad, as its name suggests, the SPP organised tours of the country, published guides to regions of particular interest to tourists, and recommended itineraries and suitable means of transport for travellers, particularly the railway and shipping companies.

As Asa Briggs and Peter Burke point out in their *Social History of the Media*, by the end of the nineteenth century "leisure, travel and sport were now treated as industries." (190) Demonstrating an awareness of this new reality, the Society had declared itself, in the first article of its statutes, entirely divorced from political and religious issues, which may explain why the new Republican regime, founded on October 5<sup>th</sup> 1910, declined to interfere with its activities. In fact, the SPP enjoyed a close relationship with Republican Government,<sup>1</sup> several members of which occupied places of honour at the 6th International Tourism Congress, which was held in Portugal in May 1911.<sup>2</sup> Less than two

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1. Amongst them were Bernardino Machado (Foreign Minister and Chairman of the Organising Committee of the Congress), António José de Almeida (Minister of the Interior and Honorary President of the Congress), José Relvas (Minister of Finance and Honorary President of the Congress), Brito Camacho (Minister of Economic Affairs and Honorary President of the Congress), Eusébio Leão (Civil Governor of Lisbon and Honorary President of the Congress), Anselmo Braamcamp Freire (Mayor of Lisbon and Honorary President of the Congress) and Magalhães Lima (Editor of "Propaganda" and Honorary President of the Congress). Cf. Anonym, *Boletim*, 33-34 and Pina, *Cronologia do Turismo Português*, 58.

2. Due to the change of regime, the founder and Secretary-in-Perpetuity of the SPP, Leonildo de Mendonça e Costa, a staunch monarchist, resigned, so that the Presidency fell to Sebastião Magalhães Lima, an event which brought the institution closer to official circles. On May 12<sup>th</sup> 1911, the IV International Tourism Congress took place at the Sociedade de Geografia de Lisboa, bringing together representatives from many different countries and underlining the need for Portugal to create an official tourism

years later the Prime Minister, Afonso Costa (a politician who already had the reputation of being a radical republican), would promise his full support to the Society's initiatives.

It was precisely during the years 1912 to 1913 that the British press carried out a fierce campaign in favour of monarchist political prisoners, and by association, against the Portuguese republican regime which had incarcerated them. Following the example of the British Government, the London press had, at first, adopted a neutral stance towards the founding of the Republic, choosing merely to report on events as they happened, but after the decree which separated the State from the Catholic Church (1911) and the monarchist incursions (1911-12) the attitudes of both the British Government and the press changed radically. The persecution of the monastic orders and the clergy, together with the imprisonment of monarchist sympathisers, who were allegedly treated like common criminals, led to the appearance in the British press of articles protesting against the way the new regime treated all those who might represent a threat (real or merely suspected) towards the survival of the Republic.<sup>3</sup>

Thus, during the whole of 1912, newspapers such as *The Times*,<sup>4</sup> *The Morning Post*,<sup>5</sup> *The Daily News*,<sup>6</sup> the *Daily Mail*<sup>7</sup> and periodicals like

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organisation. As a result, on May 16<sup>th</sup> 1911, the Republican Government set up a Tourism Council (also headed by Magalhães Lima), additionally supported by a Tourism Board under the umbrella of the Ministry of Economic Affairs. The two organisations (public and private) would continue to operate separately, cooperating only on an occasional basis. After the First World War the SPP gradually lost importance and became virtually inoperative during the thirties. Cf. Pina, *Portugal. O Turismo no Século XX*, 17.

3. On this subject see Terenas, "Politics or Tourism? The Visit of a Party of British Journalists to Portugal at the time of the First Republic".
4. A conservative daily, *The Times* (London, 1785-today) has always been an influential voice, having long enjoyed the statute of the principal representative of the power of the press. It offered news from home and also from abroad where it had a significant number of foreign correspondents. In 1908 this, the most famous of all the London newspapers, was taken over by Harmondsworth, who retained the characteristics which distinguished the paper amongst its peers.
5. A serious and conservative daily newspaper, *The Morning Post* (London, 1772-1937) was particularly known for its coverage of news from abroad. In 1881, the paper sent, for the first time, a female war correspondent to report on the Boer War.
6. The most important liberal London newspaper, *The Daily News* (London, 1846-1930) was, from 1901, the property of George Cadbury who wished to use the paper to criticise Conservative imperialist policies, more particularly the Boer War. The paper defended free trade against Chamberlain's Tariff Reform Bill in 1903, carried out several campaigns in favour of social reforms and was active in the "Chinese Slave Labour" campaign against imported labour in the Transvaal gold mines.
7. Founded by Alfred Charles William Harmondsworth, the future Viscount Northcliffe, the *Daily Mail* (London, 1896-today) was, and still is, one of most widely-read British newspapers. During the

the *The New Age*<sup>8</sup> and *The Spectator*,<sup>9</sup> amongst many others, published articles in favour of the political prisoners and, consequently, against the Republic. Aided by Eva Mabel Tenison,<sup>10</sup> the campaign was led by Adeline Mary Russell, the Duchess of Bedford,<sup>11</sup> with the discreet backing of Sir Arthur Hardinge, the British Ambassador,<sup>12</sup> and the open support of the British community in Portugal, encouraged by the articles of Aubrey Bell,<sup>13</sup> the Lisbon correspondent of *The Morning*

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Victorian era it was a paradigmatic example of the so-called "new journalism". First sold for a halfpenny, it was from the outset a populist, conservative newspaper and an active supporter of British imperialism. It has always published news items of general interest, including articles on sport, food, fashion and entertainment. The *Mail's* circulation, which at the beginning was in the order of 400,000 copies, quickly rose to surpass a million copies three years later. Cf. Hattersley, *The Edwardians*, 408

8. A progressive literary and arts review, *The New Age* (London 1894-1938) was relaunched with the financial assistance of George Bernard Shaw in 1907 and directed by Alfred Richard Orage between 1907 and 1922. Orage had previously been responsible for the Leeds Arts Club together with Holbrook Jackson who became joint editor of the periodical for a year in 1907.
9. Refounded in 1828 by Robert Stephen Rintoul, *The Spectator* was directed, during the period under study, by John St. Loe Strachey, who had taken over as editor from H.H. Asquith. Under Strachey, *The Spectator* became one of Britain's most influential weeklies.
10. A descendent of Archbishop Tenison, Eva Mabel Tenison (1880-1961) published several historical novels and monographs under the nom-de-plume of Michael Barrington, notably *A Short History of the Order of Saint John of Jerusalem: From its Earliest Foundation in 1014 to the End of the Great War of 1914-1918* (1922), first published under the title *Chivalry and the Wounded. The Hospitallers of St. John of Jerusalem (1014-1914)* (1914), supposedly to inspire the members of the St. John's Ambulance Brigade, a charitable institution devoted to paramedical support which worked closely with the Red Cross during WWI.
11. Lady-in-waiting to Queen Alexandra (the widow of Edward VII and at this time Queen Mother), Adeline Mary Russell (1852-1920) was a High Church Anglican and a celebrated philanthropist who had for many years taken an active interest in the social conditions of prison inmates, particularly those of women, and was a frequent prison visitor. Perhaps for these reasons, whenever a lady of aristocratic birth was arrested by the Republican regime, the news was quickly headlined in the pages of the London newspapers. Aided administratively by E. M. Tenison and supported by a group of aristocrats and journalists (some of whom were Catholics), the Duchess of Bedford became the figurehead of the British campaign to free the monarchist prisoners held in Portuguese jails. On March 19<sup>th</sup> 1913, the Duchess, accompanied by E. M. Tenison, visited the prisons where the principal figures of the monarchist revolt were incarcerated.
12. Sir Arthur Hardinge (1859-1933), who had arrived to assume the post in 1911, sent regular reports to the Foreign Office telling of the sorry state of the overcrowded prisons with cells, infested with parasites, occupying dark underground passages, their walls oozing with damp, and the dreadful sanitary facilities. Hardinge openly expressed his hostility towards the new regime, considering Afonso Costa to be a kind of "South-American tyrant" and defending the restitution of the throne to D. Manuel. He also supported the campaign in favour of the political prisoners which had been launched, in the meanwhile, by the Duchess of Bedford.
13. Lusophile, Hispanist, poet, literary critic, bibliographer and translator, Aubrey F. G. Bell (1882-1950) was, along with Edgar Prestage (1869-1951), one of the most eminent specialists in the field of Portuguese literature and culture at the beginning of the 20<sup>th</sup> century and one of the most active in publicising them in Britain. In 1911 Bell took up residence in S. João do Estoril, having remained in Portugal until 1940. During this thirty-year period, Bell toured the country and broadened his knowledge of Iberian cultures, which is evident from the works he devoted to Portugal – *In Portugal* (1912) and *Portugal of the Portuguese* (1915) – having also sent regular reports to the London papers regarding

*Post*, and a celebrated expert on Portuguese literature and culture. At the same time, the campaign enjoyed the clandestine support of the aristocratic exiles who were part of the London social circle of the deposed monarch, D. Manuel II.<sup>14</sup>

It was precisely in these inauspicious circumstances for Anglo-Portuguese relations that the party of British journalists was invited to visit Portugal by the SPP, in the hope that, on their return, as in the travel journalism of today, they would publish articles praising the country as a tourist destination whilst conveying, at the same time, a favourable impression of the Republican regime.

I will now look more closely at the visit itself and its repercussions in the press.

### 3. The Journey of the British Journalists to “the Wondrous Land”

In January 1913, the Society addressed an invitation to the British International Association of Journalists<sup>15</sup> for a party of twenty-five of “the leading journalists of the most important English newspapers”, (Anon. 17) to visit Portugal between February 16<sup>th</sup> and 26<sup>th</sup>. Accompanying the invitation was the programme for the tour, covering the whole of the country from North to South, including a list of the official receptions and a detailed ten-day itinerary. In the meanwhile, Afonso Costa had received the executive committee of the SPP, who confirmed the British journalists’ acceptance of the invitation and requested the Government’s support to ensure the success of the enterprise. According to the Society’s Bulletin, the Prime Minister welcomed the SPP’s representatives warmly and promised

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the events occurring in the country. See Silva, 227-228. Bell was openly critical of the new regime, especially with regard to religious issues, and was, himself, briefly arrested.

14. On this subject see Thorn, *The Locusts*.

15. Founded in 1894, the main purpose of the British International Association of Journalists was to provide British journalists with a link to the International Union of Press Associations, which had about 10,000 members from 24 countries.

his full support for what he described as a praiseworthy propaganda initiative, adding that “issues related to Tourism were deserving of his greatest sympathy, which he hoped soon to be able to demonstrate.” (Anon. 18)

Afonso Costa undoubtedly realised the political importance (and not just the impact on tourism) of the visit. In fact, travel journalism is also politically effective, due to its soft reputation and power, (McGurr 6) something that Costa must have immediately understood. The Society’s meticulous preparations were therefore able to count upon the support of municipalities, associations and clubs such as the Portuguese Photographic Society, The Industrial Association, the Yacht Club, and the Automobile Club of Portugal, amongst others.

On their arrival the twenty-five journalists<sup>16</sup> were received by the committee of the SPP, by the Head of the Tourist Board (José de Ataíde) and by a representative of the Foreign Ministry (Ferreira de Almeida). However, contrary to expectations, the great majority of the journalists did not represent the major national London-based newspapers, as the Society had announced, but regional papers such as the Bristol-based *Western Daily Press*, *The Yorkshire Post* from Leeds, *The Berwickshire News*, *The Derry Standard* from Londonderry (Ireland), *The North Wilts Herald*, based in Swindon, *The Irish Times* of Dublin and even an American newspaper, *The New York Herald*. In fact, the more important national newspapers had declined the invitation so

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16. According to the SPP’s *Bulletin*, the party was made up as follows: A. James Baker (Hon. Secretary of the Association) and Mrs. Agnes Anne Hallett Baker (*The Evening Standard*, London and *The Western Daily Press*, Bristol); W. L. Warden and Mrs. Warden (*The New York Herald*, New York City); A.G. Baker (*The Yorkshire Post and Leeds Intelligencer*, Leeds); Alexander Steven (*The Berwickshire News and General Advertiser*, Berwick-upon-Tweed, England); John C. Glendinning (*The Derry Standard*, Londonderry, Northern Ireland); H. Piper (*The North Wilts Herald*, Swindon); Mrs. Ethel Palmer (*The Sunday Times*, London); Mrs. Carlyle (*The Irish Times*, Dublin, Ireland); Mrs. Ethel Carven Hargrove (*Ladies’ Field*, London); B.W. Richardson (*The National Weekly*, London and *The Queen, the Lady’s Newspaper*, London); Sir James Henry Yoxall (President of the British International Association of Journalists); Joseph R. Fisher (*The Northern Whig*, Belfast, Northern Ireland); T.G. Bridges (*Daily Mail*, London); A.N. Ackermann (*The Engineering & Scientific Journal*, London); H.G. Woods (*The Evening News*, London); Charles Lincoln Freeston (*The Autocar*, London); John Linnen (*The Mansfield and North Notts Advertiser*, Mansfield); Frederick J. Gardner (*The Observer*, London); R.S. Crossley (*The Accrington Observer*); Mrs. Bradgate (*Lady’s Pictorial*, London); Miss Maxwell (*The Edinburgh Evening Dispatch*, Edinburgh, Scotland); and Mr. William Thomson and Mrs. Thompson (American travel writers).

that the reports on the tour appeared almost exclusively in regional papers.

Quite clearly, it was not the same curiosity concerning the Other, which for centuries had led British travellers to portray unfamiliar landscapes, people and customs in so many different ways, which motivated the British journalists. Their attitude was that of journalist-travellers with a job to do – a task commissioned, albeit indirectly, by a third party, the SPP, with the full support of the Republican Government, which expected to see the publication of articles which praised the country and the new regime.

Furthermore, the Society's Bulletin was quick to emphasise the "high, patriotic service" that it had performed by offering England the chance to form an opinion which was "closer to the truth", (Anon. 17) which, of course, suggested a prior impression which did not correspond to reality. As, according to the *Boletim*, Portugal was undergoing a process of profound renewal, England needed to be informed of the situation by its journalists, who would doubtless convey a favourable image to public opinion abroad. (Anon. 17, 23)

Moreover, in his speech at the magnificent banquet for the visitors given by the Lisbon City Council, the Mayor (António Xavier Correia Barreto) emphasised his wish that the journalists might convey a positive image of Republican Portugal, recognising that the press, "the most powerful weapon of propaganda of the day" (Anon. 24) was capable of projecting a favourable image which could influence public opinion and determine the future of the regime and the country, itself. Curiously, the same idea was conveyed by the editor of the *Berwickshire News*, Alexander Steven, suggesting that the press had adopted the role of diplomacy, promoting good relations between countries rather than intrigues or duplicitous attitudes:

The Press has taken today the place of Diplomats and Ambassadors in this great and good work: and the Press has it right in its power to do the job a great deal better, at much less cost, and without any of that mystery and intrigue which, it is asserted, too often pass for what is commonly called the World of Diplomacy. (Steven, "Portugal. Its People and its Pictures, 5)



With this in mind, I will try, in the next part of the article, to answer the following questions: How far did the journalists succeed in constructing a favourable image of the new Republic? Or did they, in fact, do no more than promote the country as a tourist destination, whilst choosing to ignore the political aspect? What was the real impact of these articles on British newspaper readers? What connection can be established between the visit of the party and the campaign in favour of the political prisoners and against the Republic?

#### 4. The Image of Portugal in the English-speaking Press: Promotion of Tourism or Political Propaganda?

Above all, it was the journalists' conscious aim that their readers should identify with the particular portrayal of reality which they were being offered. This led them to produce propaganda of the country (and hence the regime) as I will endeavour to show.

The term "propaganda" here is used in one of the three senses identified by Douglas Walton, i.e. the production of texts inspired by a positive discourse-based on a communicative process designed to disseminate or reveal certain aspects of reality, which lead the public to act in a certain way. (91-126)<sup>17</sup> Thus, as Anabela Carvalho notes, travel-journalists tend to use certain discursive strategies in order to achieve an effect or goal without necessarily being manipulative in the sense of an illegitimate alteration of a certain reality. (169)

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17. In *Media Argumentation. Dialectic, Persuasion, and Rhetoric* (2007), Douglas Walton identifies three types of argumentative discourse: negative, neutral and positive. The first one includes demagogic discourse which leads individuals to commit actions which are ethically reproachable, based on "false" facts. Neutral discourse, by way of contrast, is essentially informative, employing techniques which are common to negative propaganda, but consisting of a communicative process which may be responsible for the dissemination of ideas, but not for the sale of products. The third category, the argumentary discourse of a positive nature, presents ethically valid arguments and shares ideas with the aim of enabling people to distinguish between options or to take a decision based on true facts. However, each of them is defined as a "one-sided argument" or to put it another way, displays only one view of a particular subject, declining to present an opposing view. At the time, the expression "propaganda", as it was used in the title of the SPP, was identified with the act of promotion or advertising.

The first news of the travel-journalists' visit to Portugal appeared in the form of a press-release in regional newspapers such as *The Scotsman* (Edinburgh), *The Manchester Courier*, *The Northampton Mercury* or *The Western Daily Press* (Bristol). Generally appearing under the heading "A Tour through Portugal", the news items were limited to the announcement that a party of journalists had left for a trip to Portugal at the invitation of the SPP.

In March 1913 a short news item appeared in the *Western Daily Press* (Bristol) under the heading "British Journalists in Portugal" announcing that Mr. James Baker, the Honorary Secretary of the British International Association of Journalists, was visiting Portugal, and mentioning the broad coverage which was being given to the tour by the Portuguese press, but adding little more. (Anon. [n.p])

The first article published after the return of the party appeared in the *Berwickshire News* on March 11<sup>th</sup>. Reporting in impartial terms, it described the journalists' itinerary and gave particular emphasis to the meeting with the President of the Republic, Manuel de Arriaga, and the warm reception afforded by the Portuguese people, which is also apparent from the many photographs published in the magazine *Ilustração Portuguesa*. The two examples which follow show the reception given to the party by the students of Coimbra University (Fig.1) and the arrival of the party at Portimão (Fig.2).

The article in the *Berwickshire News* read as follows: "The public receptions accorded the British journalists were of an enthusiastic and memorable nature at each place visited". (Steven 3) On April 15<sup>th</sup>, May 27<sup>th</sup> and July 15<sup>th</sup>, three other illustrated articles with further details of the tour appeared in the same newspaper, under the heading "Portugal, its People and its Pictures" describing the wonders of the country in the style of a tourist guide.



Fig.1 – The Reception at the Universidade de Coimbra.



Fig.2 – The Arrival at Portimão.

The second of the articles, illustrated with photographs of Buçaco (Fig.3), enabled the journalist to praise the military deeds of Wellington against the French invasion commanded by Massena, the centenary of which had recently been commemorated there by the deposed King D. Manuel, more precisely in September 1910, just a few days before the fall of the Monarchy.

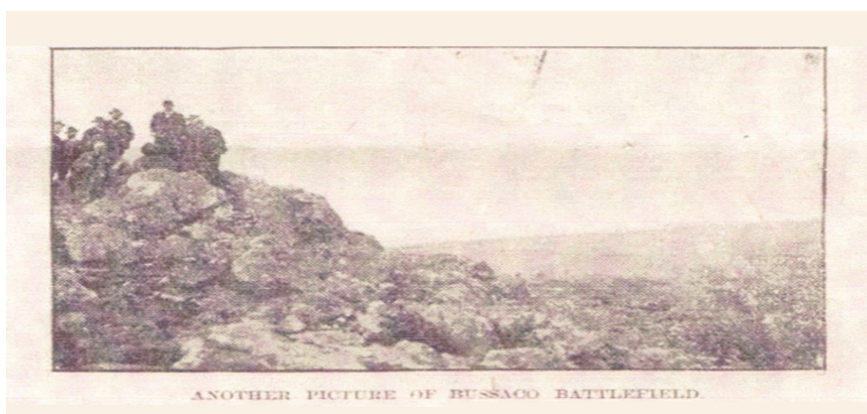


Fig.3 - "Another Picture of Bussaco Battle Field"

In the third article, illustrated with a photograph of young women in the traditional costumes of the Minho (Fig.4) Portugal was generously praised for its natural beauty and termed "The Garden by the Sea":



R LETTER BOX

CONTRIBUTORS TO THE BERWICKSHIRE NEWS. The Editor, The Berwickshire News, Berwick, Scotland.

Dear Sir, I would like to see you in 1913... I have been reading your paper with interest... I have been reading your paper with interest... I have been reading your paper with interest...

EYEMOUTH'S NEW SCHOOLMASTER

It is a pleasure to have been mentioned in the Berwickshire News... I have been reading your paper with interest... I have been reading your paper with interest...

PORTUGAL—ITS PEOPLE AND ITS PICTURES. [By the Editor of 'The Berwickshire News']



PORTUGUESE GIRLS IN NATIONAL COSTUME WHO WELCOMED THE BRITISH VISITORS.

One of the greatest pleasures that we are... I have been reading your paper with interest... I have been reading your paper with interest...

Oldhamstocks Church.

NEW MEMBERS INTRODUCED. Rev. J. James Owen was ordained to the... I have been reading your paper with interest... I have been reading your paper with interest...

TABLE TALK

There is a business 'family'... I have been reading your paper with interest... I have been reading your paper with interest...

Advertisement for 'Birds' Crystal Jelly Powder' and 'Ruskin's Jelly of Sponge'. Includes an illustration of a jelly mold.

Eradication.

Several factories used in the Berwickshire... I have been reading your paper with interest... I have been reading your paper with interest...

The Land in Australia.

It is a pleasure to have been mentioned in the... I have been reading your paper with interest... I have been reading your paper with interest...

Ornican Veteran Dead.

John James, an Ornican Veteran, has died... I have been reading your paper with interest... I have been reading your paper with interest...

Fairford.

Several factories used in the Berwickshire... I have been reading your paper with interest... I have been reading your paper with interest...

Berwick Councillor Retires from Business.

35 Years with the 'Pm'. Mr. J. James Owen has retired from business... I have been reading your paper with interest... I have been reading your paper with interest...



Advantages of Frank Fairfield.

Written by H. Mansell. A business and 'family'... I have been reading your paper with interest... I have been reading your paper with interest...

The Land in Australia.

It is a pleasure to have been mentioned in the... I have been reading your paper with interest... I have been reading your paper with interest...

Ornican Veteran Dead.

John James, an Ornican Veteran, has died... I have been reading your paper with interest... I have been reading your paper with interest...

Fairford.

Several factories used in the Berwickshire... I have been reading your paper with interest... I have been reading your paper with interest...

Berwickshire Gift to Berwick.

Mr. J. James Owen has retired from business... I have been reading your paper with interest... I have been reading your paper with interest...

Berwickshire Gift to Berwick.

Mr. J. James Owen has retired from business... I have been reading your paper with interest... I have been reading your paper with interest...

Fairford.

Several factories used in the Berwickshire... I have been reading your paper with interest... I have been reading your paper with interest...

Advantages of Frank Fairfield.

Written by H. Mansell. A business and 'family'... I have been reading your paper with interest... I have been reading your paper with interest...

Fig.4 - "Portuguese Girls in National Costume Who Welcomed the British Visitors".

The *Irish Times* also published a long article about the visit entitled "A Tour in Portugal. Some Spring Impressions. Sunshine, Wine and History". The writer, probably Mrs. Carlyle, included Portugal as an obligatory stop on the "tourist trail" of the beginning of the twentieth century: elegant and comfortable hotels; a warm and welcoming population in which "all classes believed that not only good manners, but policy, demand attention being paid to citizens of the Empire". (A Correspondent 9) The article went on to describe a country which was safe for any tourist, but particularly for British holidaymakers, the favourites of the Portuguese people; the beautiful countryside; the impressive monuments with their historical past; and the excellent summer resorts.

On March 24<sup>th</sup>, 26<sup>th</sup> and 28<sup>th</sup> 1913, John Glendinning of the *Derry Standard* drew the attention of his readers to Portugal as a tourist destination, emphasising the remarkable hospitality he had enjoyed, something which was unthinkable in Britain. On the other hand, very much in the style of travel journalism, he confirmed that the change of regime had not affected relations between Portugal and the UK, which was not the case, as it is now known. (7)

In April of 1913, the *North Wilts Herald* published three articles, probably written by H. Piper, which reported, in detail, on the whole of the ten-day tour around Portugal. The accounts reveal the journalist's enchantment with the country and its attractions. Everything was wonderful for the tourist: the people, the climate, the countryside, the monuments, the wonderful Algarve beaches and the magnificent receptions. He even went on to offer tips for potential visitors. It is worth remembering in this context that the places visited were previously and carefully chosen by the Society, which decided the itineraries and stopping-off places, and accompanied the journalists on all their visits.

The articles were clearly commissioned and, under the circumstances, must be viewed as propaganda in favour of the new regime, and, as such, a form of travel journalism. In fact, as Lynn McGaurr points out, travel journalists never interact directly with locals as they are monopolised by the tourism industry during their visits, meaning that readers are provided with representations that aim at creating an

interesting destination for them to visit. There is little discussion of political issues in destinations, the travel-journalists are reluctant to report on experiencing crisis, and the articles demonstrate a certain inability to construct a discourse of difference. Nevertheless, the genre always has a political potential. (7-8)

If the previous evidence is insufficient to confirm the propaganda role of the articles, in the final section of Piper's article, dedicated to a visit to the Penitentiary – a place which, under normal circumstances would never be part of a travel itinerary –, there is a reference to the fact that the journalists encountered better conditions than they had been given to expect. Indeed, as Bill Kovach and Tom Rosenstiel explain, travel journalism is not about "getting the facts right", but about "giving the adequate context to make those facts coherent". (41)

## 5. "Keep Reading and Keep Travelling": What Conclusions?

Although both the SPP and the Republican Government assumed that, on their return home, the visitors would convey a new image of the Republic which contradicted what had been written about the treatment of political prisoners in the foreign press, this was not the case. The articles were few and far between and were drowned by many others published by the London-based national press on the Duchess of Bedford's campaign and the supposedly terrible conditions in which the prisoners were held, which appeared under sensational headlines such as "Political Prisons in Portugal", "Prison Horrors" or "Tyranny in Portugal".

In truth of fact, whilst ignoring the journalists' tour, the British and international press continued to publish regular articles about the Duchess' Campaign, the political prisoners and the meeting at the Aeolian Hall to demand an amnesty.<sup>18</sup>

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18. The Aeolian Hall meeting, which took place on April 22<sup>nd</sup> 1913, and the later publication of the speeches which were made there (under the title *Portuguese Political Prisoners. A British National Protest*) were the high point of the British campaign.

Though it is now clear that the Society had in mind the British campaign against the Republic when it addressed the invitation to the journalists, as in the travel journalism of our own day, the visiting party clearly paid little attention to the political situation, whilst taking full advantage of this tour in the elegant style of turn-of-the-century tourism.

Contrary to the intentions of the organisers, the impact of the journalists' visit was far greater at home than it was abroad. The party of journalists was in fact received by the President of the Republic and the ten-day tour was given extensive coverage by the Portuguese press sympathetic to the regime. This included *A Capital*, *O Século* and especially *A Ilustração Portuguesa* which published many photographs of the journalists and the events they attended, which were taken by the famous photo-journalist Joshua Benoliel,<sup>19</sup> who had been specially commissioned for the purpose.

There can be no doubt that it was intended as travel journalism but, in practice, it turned out to be merely for home consumption.

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19. Of Jewish origin, Joshua Benoliel (1873-1932) is hailed as the creator of photojournalism in Portugal. Benoliel covered all the great events of his day, such as the official visits of the Kings D. Carlos and D. Manuel II, the Revolution of 1910 and the presence of Portuguese troops in Flanders. He worked for periodicals such as *A Ilustração Portuguesa*, *O Século*, *O Ocidente* and *Brasil-Portugal*, amongst others.



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