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Nota di contenuto	Contents; Acknowledgments; Introduction; 1. "A Notorious Attraction": Sex and Tourism in New Orleans, 1897-1917; 2. Hillbillies and the Holy Land: The Development of Tourism in the Arkansas Ozarks; 3. Developing the Panhandle: Seagrove Beach, Seaside, Watercolor, and the Florida Tourist Tradition; 4. Public and Private Tourism Development in 1930's Appalachia: The Blue Ridge Parkway Meets Little Switzerland; 5. Making "America's Most Interesting City": Tourism and the Construction of Cultural Image in New Orleans, 1940-1984 6. Creating a "Variety Vacationland": Tourism Development in North Carolina, 1930-19907. From Millionaires to the Masses: Tourism at Jekyll Island, Georgia; 8. Astride the Plantation Gates: Tourism, Racial Politics, and the Development of Hilton Head Island; 9. The Road to Nowhere: Tourism Development versus Environmentalism in the Great Smoky Mountains; 10. Atlanta's Olympics and the Business of Tourism; 11. Nobody Knows the Troubles I've Seen, but Does Anyone Want to Hear about Them When They're on Vacation?; Notes; Selected Bibliography; Contributors; Index
Sommario/riassunto	The first collection of its kind to examine tourism as a complicated and vital force in southern history, culture, and economics. Anyone who has seen Rock City, wandered the grounds of Graceland, hiked in Great Smoky Mountains National Park, or watched the mermaids swim at Weeki Wachee knows the southern United States offers visitors a rich variety of scenic, cultural, and leisure activities. Tourism has been, and

is still, one of the most powerful economic forces in the modern South.  
It is a multibillion-dollar industry that creates jobs and generates  
revenue while drawing visitors from around

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