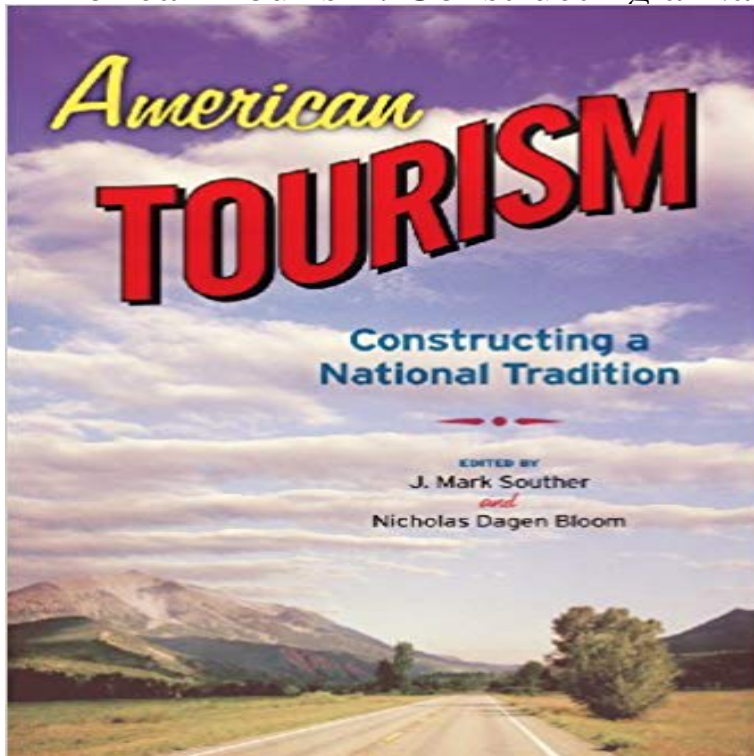


American Tourism: Constructing a National Tradition



American Tourism reveals the remarkable stories behind the places Americans love to visit. From Independence Hall to Las Vegas, and from Silver Springs to Seattle's Pike Place Market, the collection pulls back the curtain on many of America's most successful tourist attractions to reveal the carefully hidden transformations that turn places into destinations. Readers will discover that a powerful creative process, rather than chance, has separated the enduring attractions from the many failures that litter the highways and byways of tourism history. Written by leading academic and public historians, writers, and tourism professionals, the thirty-five lively, illustrated essays that comprise this volume illuminate the visionaries who created such iconic destinations and the business models that sustained them. Covering issues of design, culture, and impact, American Tourism will appeal to scholars, tourism professionals, and armchair travellers alike.

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