



## Recommended Readings for Public History Courses *Cultural and Heritage Tourism*

Prepared by the NCPH Curriculum and Training Committee, November 2020

Note: Recommendations are for graduate level. Readings that are also suitable for undergraduate level are indicated by (UG) at the end of the annotation.

**Beard-Moose, Christina Taylor. *Public Indians, Private Cherokees: Tourism and Tradition on Tribal Ground*. Tuscaloosa: University of Alabama Press, 2009.**

Comparing the experiences of the Cherokee with the Florida Seminoles and Southwestern tribes, this text brings into focus the fine line between promoting and selling Indian culture.

**Casper, Scott E. *Sarah Johnson's Mount Vernon: The Forgotten History of an American Shrine*. New York: Hill and Wang, 2008.**

Casper focuses on the black caretakers of Mount Vernon, a decision that adds race as an additional perspective to gender when analyzing constructions of memory and interpretation of historic places. Students respond enthusiastically to Casper's study of Mount Vernon for many reasons. Many students know the site well and can envision elements of Casper's study clearly, but even students who do not know Mount Vernon found the story of forgotten people powerful. They all appreciated the historic perspective on debates about visitor services, food on site, and destruction of historic property by visitors seeking "a piece of the true cross." The realization that personality clashes had happened at historic sites in the past provided an interesting perspective during later discussions on managing conflict.

**Du Cros, Hilary and Bob McKercher. *Cultural Tourism, Second Edition*. London: Routledge, 2015.**

*Cultural Tourism* remains the only book to bridge the gap between cultural tourism and cultural and heritage management. The first edition illustrated how heritage and tourism goals can be integrated in a management and marketing framework to produce sustainable cultural tourism. The current edition takes this further to base the discussion of cultural tourism in the theory and practice of cultural and heritage management (CM and CHM), under the understanding that for tourism to thrive, a balanced approach to the resource base it uses must be maintained. An 'umbrella approach' to cultural tourism represents a unique feature of the book, proposing solutions to achieve an optimal outcome for all sectors.

**Greenspan, Anders. *Creating Colonial Williamsburg, Second Edition*. Chapel Hill: University of North Carolina Press, 2009.**

A historical study of the creation and historical development of Colonial Williamsburg that emphasizes the role taken by the Rockefeller family in promoting the democratic virtues of eighteenth century Williamsburg while largely ignoring the issues of slavery and class divisions within colonial Virginia's capital. Greenspan effectively demonstrates how the interpretation of Virginia has changed over time to reflect both financial concerns of operating the site and new

approaches to both tourism and historical scholarship. Less provocative than Handler and Gabler's *Creating the Past*, it nevertheless provides a useful work for studying the development of one of the nation's most influential historical sites.

**Miles, Tiya. *Tales from the Haunted South: Dark Tourism and Memories of Slavery from the Civil War Era (The Steven and Janice Brose Lectures in the Civil War Era)*. Chapel Hill: University of North Carolina Press, 2017.**

Tiya Miles explores the popular yet troubling phenomenon of "ghost tours," frequently promoted and experienced at plantations, urban manor homes, and cemeteries throughout the South. As a staple of the tours, guides entertain paying customers by routinely relying on stories of enslaved black specters. But who are these ghosts? Examining popular sites and stories from these tours, Miles shows that haunted tales routinely appropriate and skew African American history to produce representations of slavery for commercial gain. (UG)

**Nash, Gary. *First City: Philadelphia and the Forging of Historical Memory*. Philadelphia: University of Pennsylvania Press, 2001.**

Nash seeks to explore how the rich and diverse history of Philadelphia has been preserved and interpreted to the public, with special insights into how the traditional narrative has made way for a more complex history that includes more fully the story of racial minorities, working class residents, and women. Nash effectively describes the intensely political process that has determined what will be preserved, and what aspects of the city's complex history will be interpreted to the public.

**Sharpley, Richard and Philip Stone. *The Darker Side of Travel: The Theory and Practice of Dark Tourism*. Bristol: Channel View Publications, 2009.**

Over the last decade, the concept of dark tourism has attracted growing academic interest and media attention. Nevertheless, perspectives on and understanding of dark tourism remain varied and theoretically fragile whilst, to date, no single book has attempted to draw together the conceptual themes and debates surrounding dark tourism, to explore it within wider disciplinary contexts, and to establish a more informed relationship between the theory and practice of dark tourism. This book meets the undoubted need for such a volume by providing a contemporary and comprehensive analysis of dark tourism.

**Sturkin, Marita. *Tourists of History: Memory, Kitsch, and Consumerism from Oklahoma City to Ground Zero*. Durham: Duke University Press, 2007.**

In *Tourists of History*, the cultural critic Marita Sturken argues that over the past two decades, Americans have responded to national trauma through consumerism, kitsch sentiment, and tourist practices in ways that reveal a tenacious investment in the idea of America's innocence. Sturken investigates the consumerism that followed from the September 11 attacks; the contentious, ongoing debates about memorials and celebrity-architect designed buildings at Ground Zero; and two outcomes of the bombing of the Alfred P. Murrah Federal Building in Oklahoma City: the Oklahoma City National Memorial and the execution of Timothy McVeigh.

**Thomas, Lynnell L. *Desire and Disaster in New Orleans: Tourism, Race, and Historical Memory*. Durham: Duke University Press, 2014.**

Americanist and New Orleans native Lynnell L. Thomas delves into the relationship between tourism, cultural production, and racial politics. She carefully interprets the racial narratives embedded in tourism websites, travel guides, business periodicals, and newspapers; the thoughts of tour guides and owners; and the stories told on bus and walking tours as they were conducted both before and after Hurricane Katrina. She describes how, with varying degrees of success, African American tour guides, tour owners, and tourism industry officials have used their own black heritage tours and tourism-focused businesses to challenge exclusionary tourist representations.

**Zenzen, Joan M. *Fort Stanwix National Monument: Reconstructing the Past and Partnering for the Future*. Albany: SUNY Press, 2008.**

This is an extremely detailed text that deals with a complex subject. It might be a bit dense for students in an introductory course to read as a whole. However, it has some excellent chapters that touch on reconstruction, tourism, and monuments in a small-town context. Zenzen also published an article related to this project some instructors might consider using either instead of the full-length work or in conjunction with it. See Joan M. Zenzen, "Administrative Histories: Writing about Fort Stanwix National Monument," *The Public Historian*, 31 (May 2009): 55-65.