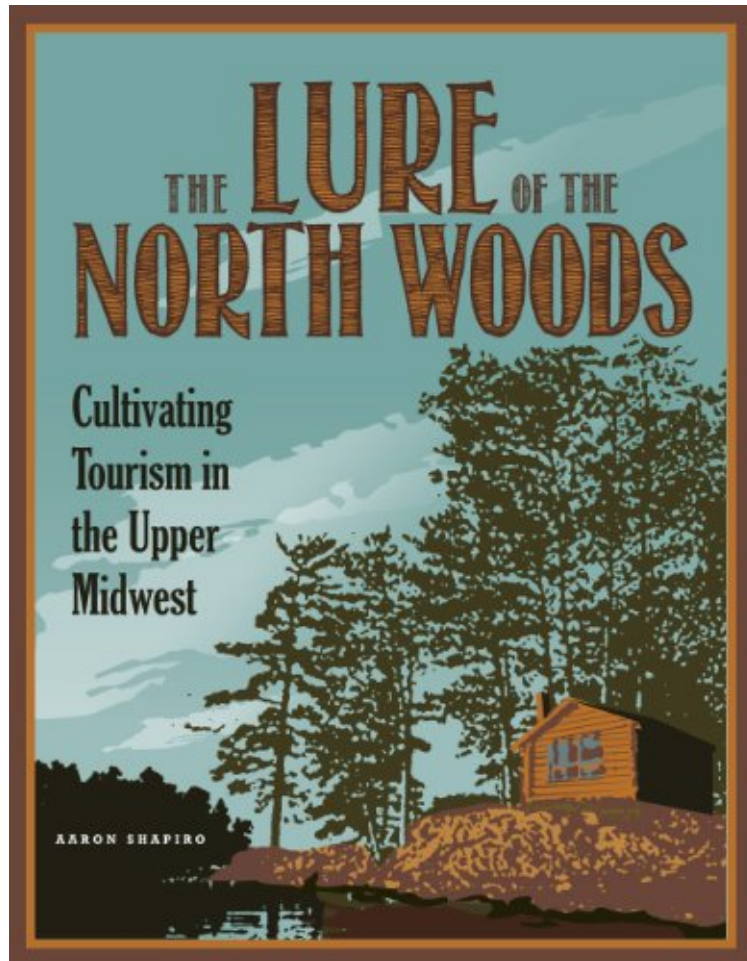


[Download] The Lure of the North Woods: Cultivating Tourism in the Upper Midwest

The Lure of the North Woods: Cultivating Tourism in the Upper Midwest

Aaron Shapiro

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Aaron Shapiro : The Lure of the North Woods: Cultivating Tourism in the Upper Midwest before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Lure of the North Woods: Cultivating Tourism in the Upper Midwest*:

3 of 3 people found the following review helpful. A nice effort
By Bill Fink
The book is a worthwhile overview of the development of the tourism industry in the Upper Lakes. I live in the Keweenaw, and found the references to the Keweenaw quite interesting. The Keweenaw seems to dominate most of the discussion about the UP. My criticism is that the book is heavy on anecdotal laundry lists (who started what lodge, where and when) at the expense of even more detail on policy development in MN, WI and MI, past and present. Here in the Keweenaw we still seem to have a policy disconnect -- we are successfully developing "think stack" enterprises, but still do not fully embrace tourism as a key component of our economy worthy of equal support and effort. That said, I found the book enlightening.
1 of 2 people found the following review helpful. Fantastic Read
By John Stassen
If you're interested in the history of the

midwest and the preservation of our natural resources, this is a great book for you.

In the late nineteenth century, the North Woods offered people little in the way of a pleasant escape. Rather, it was a hub of production supplying industrial America with vast quantities of lumber and mineral ore. This book tells the story of how northern Minnesota, northern Wisconsin, and Michigan's Upper Peninsula became a tourist paradise, turning a scarred countryside into the playground we know today. Stripped of much of its timber and ore by the early 1900s, the North Woods experienced deindustrialization earlier than the Rust Belt cities that consumed its resources. In *The Lure of the North Woods*, Aaron Shapiro describes how residents and visitors reshaped the region from a landscape of exploitation to a vacationland. The rejuvenating North Woods profited in new ways by drawing on emerging connections between the urban and the rural, including improved transportation, promotion, recreational land use, and conservation initiatives. Shapiro demonstrates how this transformation helps explain the interwar origins of modern American environmentalism, when both the consumption of nature for pleasure and the work of the Civilian Conservation Corps in the North Woods and elsewhere led many Americans to cultivate a fresh perspective on the outdoors. At a time when travel and recreation are considered major economic forces, *The Lure of the North Woods* reveals how leisure—and tourism in particular—has shaped modern America.

"*The Lure of the North Woods* is likely to become the definitive history of tourism in the twentieth century Midwest, and a landmark in the history of modern tourism in the United States. Prodigiously researched and engagingly written, this book interweaves the stories of environmental pioneers, governmental officials, tourist promoters, and property owners whose efforts created a vacation playground in the North Woods." —Susan Sessions Rugh, author of *Are We There Yet? The Golden Age of American Family Vacations*