



New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South)

J. Mark Souther

Download now

[Click here](#) if your download doesn't start automatically

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South)

J. Mark Souther

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) J. Mark Souther

New Orleans on Parade tells the story of the Big Easy in the twentieth century. In this urban biography, J. Mark Souther explores the Crescent City's architecture, music, food and alcohol, folklore and spiritualism, Mardi Gras festivities, and illicit sex commerce in revealing how New Orleans became a city that parades itself to visitors and residents alike.

Stagnant between the Civil War and World War II -- a period of great expansion nationally -- New Orleans unintentionally preserved its distinctive physical appearance and culture. Though business, civic, and government leaders tried to pursue conventional modernization in the 1940s, competition from other Sunbelt cities as well as a national economic shift from production to consumption gradually led them to seize on tourism as the growth engine for future prosperity, giving rise to a veritable gumbo of sensory attractions. A trend in historic preservation and the influence of outsiders helped fan this newfound identity, and the city's residents learned to embrace rather than disdain their past.

A growing reliance on the tourist trade fundamentally affected social relations in New Orleans. African Americans were cast as actors who shaped the culture that made tourism possible while at the same time they were exploited by the local power structure. As black leaders' influence increased, the white elite attempted to keep its traditions -- including racial inequality -- intact, and race and class issues often lay at the heart of controversies over progress. Once the most tolerant diverse city in the South and the nation, New Orleans came to lag behind the rest of the country in pursuing racial equity.

Souther traces the ascendancy of tourism in New Orleans through the final decades of the twentieth century and beyond, examining the 1984 World's Fair, the collapse of Louisiana's oil industry in the eighties, and the devastating blow dealt by Hurricane Katrina in 2005. Narrated in a lively style and resting on a bedrock of research, New Orleans on Parade is a landmark book that allows readers to fully understand the image-making of the Big Easy.

 [Download New Orleans on Parade: Tourism and the Transformat ...pdf](#)

 [Read Online New Orleans on Parade: Tourism and the Transform ...pdf](#)

Download and Read Free Online New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) J. Mark Souther

From reader reviews:

Johanna Garrett:

Here thing why this specific New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) are different and reputable to be yours. First of all reading through a book is good but it really depends in the content of it which is the content is as scrumptious as food or not. New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) giving you information deeper as different ways, you can find any e-book out there but there is no guide that similar with New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South). It gives you thrill reading journey, its open up your own eyes about the thing that happened in the world which is perhaps can be happened around you. You can bring everywhere like in area, café, or even in your means home by train. When you are having difficulties in bringing the published book maybe the form of New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) in e-book can be your choice.

Carlos Quirk:

The book New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) has a lot associated with on it. So when you make sure to read this book you can get a lot of benefit. The book was compiled by the very famous author. The author makes some research ahead of write this book. This specific book very easy to read you can obtain the point easily after reading this book.

Edgar Villanueva:

Beside this kind of New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) in your phone, it could possibly give you a way to get nearer to the new knowledge or information. The information and the knowledge you will got here is fresh from your oven so don't become worry if you feel like an outdated people live in narrow village. It is good thing to have New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) because this book offers to you readable information. Do you sometimes have book but you don't get what it's facts concerning. Oh come on, that will not happen if you have this with your hand. The Enjoyable set up here cannot be questionable, similar to treasuring beautiful island. So do you still want to miss the item? Find this book along with read it from right now!

Ada Peterson:

This New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) is fresh way for you who has fascination to look for some information because it relief your hunger of knowledge. Getting deeper you into it getting knowledge more you know or perhaps you who still having little bit of digest in reading this New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) can be the light food for yourself because the information inside this book

is easy to get simply by anyone. These books build itself in the form that is reachable by anyone, sure I mean in the e-book form. People who think that in e-book form make them feel tired even dizzy this publication is the answer. So there is absolutely no in reading a reserve especially this one. You can find actually looking for. It should be here for you. So , don't miss this! Just read this e-book sort for your better life as well as knowledge.

Download and Read Online New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) J. Mark Souther #9JOXU0IA82W

Read New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther for online ebook

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther books to read online.

Online New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther ebook PDF download

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther Doc

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther Mobipocket

New Orleans on Parade: Tourism and the Transformation of the Crescent City (Making the Modern South) by J. Mark Souther EPub