



Inventing New England: Regional Tourism in the Nineteenth Century

Dona Brown

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Quaint, charming, nostalgic New England: rustic fishing villages, romantic seaside cottages, breathtaking mountain vistas, peaceful rural settings. In *Inventing New England*, Dona Brown traces the creation of these calendar-page images and describes how tourism as a business emerged and came to shape the landscape, economy, and culture of a region.

By the latter nineteenth century, Brown argues, tourism had become an integral part of New England's rural economy, and the short vacation a fixture of middle-class life. Focusing on such meccas as the White Mountains, Martha's Vineyard, Nantucket, coastal Maine, and Vermont, Brown describes how failed port cities, abandoned farms, and even scenery were churned through powerful marketing engines promoting nostalgia. She also examines the irony of an industry that was based on an escape from commerce but served as an engine of industrial development, spawning hotel construction, land speculation, the spread of wage labor, and a vast market for guidebooks and other publications.

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