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“Festival Tourism: Advertising the Western North Carolina Tourist Industry Through Cultural Performance in the Cherokee Indian Fair, the Rhododendron Festival, and the Grandfather Mountain Highlight Games”



During the twentieth century, festivals emerged as primary forms of cultural and destination tourism in western North Carolina. This thesis explores how three festivals—the Cherokee Indian Fair, the Rhododendron Festival, and the Grandfather Mountain Highland Games—drew thousands of tourists to western North Carolina, thereby functioning as advertisements for the region.