Communicating Heritage Tourism and the Environment on Minnesota’s “North Shore”

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Grand Portage National Monument is located on the Grand Portage Indian Reservation on Minnesota’s shores of Lake Superior. The reconstructed trading post and museum recognizes the relationship between the Anishinaabe and the British fur traders in late 1700s. The heritage tourism and increased visitation to the community it encourages compliments and clashes with the other “North Shore” tourism practices in significant ways for the monument and the community. This presentation explores the material rhetoric of/communication for the intersection of heritage and environmental tourism occurring at the monument and along the North Shore.