History and Hospitality

How civil rights travel supports Alabama communities

SS24.AS.17 "Explain the contributions of civil rights tourism to Alabama's modern-day economy."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline three ways visitors spend money, circle people or businesses that receive it, and draw an arrow from one purchase to a job or source of public revenue it supports.

When Visitors Follow the Story

1. On a Saturday in Montgomery, a family visits the Legacy Museum, which examines slavery and its lasting effects, then walks to the National Memorial for Peace and Justice. These sites bring travelers to Alabama to learn about the struggle for equal rights. The family pays for a hotel room, buys lunch, and stops at a nearby shop. Some visitors also pay admission at museums. Those purchases support wages for hotel workers, cooks, shop employees, and museum staff. Civil rights tourism therefore contributes to the economy through more than a ticket sale: travelers spend money throughout a community.

2. Travel does not stop at one city. Visitors may cross the Edmund Pettus Bridge in Selma, a landmark of the 1965 voting rights marches, and then visit Birmingham sites connected to the campaign against segregation. A traveler who stays another night or hires a local guide brings more business to Alabama. Hotels and restaurants buy supplies and hire workers, so visitor spending can reach other businesses too. Sales and lodging taxes on eligible purchases can also add to public revenue. A bridge that costs nothing to cross can still draw visitors who spend money nearby.

3. These contributions depend on choices. If visitors rush through a city without buying anything locally, that city gains less income than it would from an overnight stay. If a locally owned business sells a meal or a tour, the initial payment goes directly to that business, though its later spending varies. Museums and historic places also require staff, maintenance, and careful interpretation. Community leaders must weigh those costs against visitor spending and public revenue. The economic value of civil rights tourism is strongest when learning about history also creates lasting opportunities for people living near the sites.

2 ANSWER WITH EVIDENCE

Use the passage

1. How can the Montgomery family's purchases support jobs beyond the museums they visit?

2. How can the Edmund Pettus Bridge contribute to Selma's economy even though it costs nothing to cross?

3. How can a visit to sites in more than one Alabama city increase economic activity?

4. Why might an overnight visit benefit a community more than a quick stop, and what costs must leaders still consider?

3 YOUR TURN

Your own words

Write one paragraph recommending two actions a city near a civil rights site could take to help visits benefit local workers or businesses. Explain how each action could help, and identify one cost or limitation the city should consider.

ANSWER KEY

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HIGH SCHOOL · SS24.AS.17

PART 1 · READ AND MARK

Underline three ways visitors spend money, circle people or businesses that receive it, and draw an arrow from one purchase to a job or source of public revenue it supports. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How can the Montgomery family's purchases support jobs beyond the museums they visit?	**Their hotel stay, lunch, and shop purchase help support wages for hotel workers, cooks, and shop employees.**
2	How can the Edmund Pettus Bridge contribute to Selma's economy even though it costs nothing to cross?	**The bridge draws visitors who may spend money at nearby businesses.**
3	How can a visit to sites in more than one Alabama city increase economic activity?	**Travelers may stay another night or hire a guide, bringing more business to Alabama. Eligible purchases can also generate sales or lodging tax revenue.**
4	Why might an overnight visit benefit a community more than a quick stop, and what costs must leaders still consider?	**Overnight visitors may buy lodging and other local goods or services, while visitors who rush through may spend little. Leaders must also consider staffing, maintenance, and interpretation costs.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A city could partner with residents to offer paid walking tours led by trained local guides. Tour fees could provide income for guides while helping visitors understand the site's history. The city could also place a directory of nearby locally owned cafes at a visitor center. When travelers buy meals, those businesses can pay workers and purchase supplies. Leaders would need to budget for guide training and keep tour information historically accurate. These steps would encourage spending while treating the history with care.

Accept other passage-supported spending chains, including guide fees, business purchases of supplies, and tax revenue from eligible purchases. For Part 3, look for two distinct actions, a plausible economic effect for each, and one relevant cost or limitation.