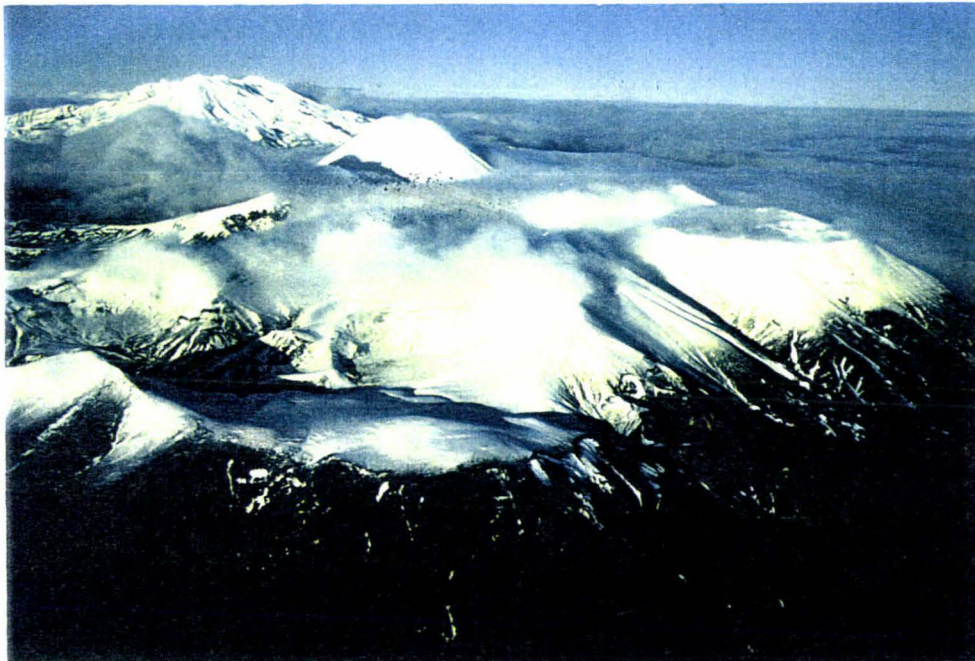


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**From 'Useless' Lands to World Heritage:
A History of Tourism in Tongariro National Park**



A Thesis
submitted in partial fulfilment
of the requirement for the Degree of
Masters of Business Studies
at Massey University

By Liesl Harlen

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'What is the motive of men in striving to reach the summits of mountains sometimes in the face of hostile opposition, from both man and nature? To some it is the desire to add to the geographic and scientific knowledge; to the vast majority, however, the dominating urge is that of adventure, and the love of nature'.

Magurk, J. Early Ruapehu Ascents. The New Zealand Railways Magazine. 1939, March 1. pp 22.

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