13. The Reframing of Narratives of Representation and Identities in the Branding of Coastal and Maritime Tourist Areas

Chairs: Rico Lie & Loes Witteveen
Wageningen University, The Netherlands

This session will bring together theoretical and empirical perspectives on coastal and maritime tourism on the one hand and the themes of representation and identity on the other hand. It will explore linkages between the field of coastal and maritime tourism and theories of representation and identity in approaches such as social semiotics, content analyses, discourse analyses and narrative analyses. This session will closely connect to a European funded project called PERICLES but will not be limited to that. The essence of the session will relate to the three central theoretical pillars in the project, which are (1) space, place, and identity; (2) resilience and adaptation; and, (3) deliberative and participatory governance. The aim is to address how narratives of representation and identities about coastal spaces and places are constructed and communicated; how cultures and communities are vulnerable or resilient and can adapt; and how good governance takes place. All these feeds into the branding of coastal and maritime tourist areas. To better understand this process of branding, the session has a specific focus on the key concepts of representation and identity and explores the reframing of its narratives. With this in mind, we especially invite papers that focus on the branding of (socio)-cultural heritage in coastal and maritime areas, but papers addressing the classic sea-based and land-based tourism activities in coastal zones are also invited.