3. **Tourism as a legitimizing discourse**  
Chair: Evi Eftychiou

When identity is explored in the context of tourism, issues under examination can get very complicated but also interesting and enlightening. Our plan in this panel is to examine the interplay between tourism and identity by taking into consideration dominant discourses as produced in specific historical and political contexts. Are tourism discourses and symbols of more ‘powerful societies’ being adopted in order to create cultural bonds and/or divisions within the wider framework of global and local power relations? Is there any room for resistance? The panel aims to focus on various ways of producing knowledge and meaning in the context of tourism; official and/or unofficial. This could include analysis of the discourse reproduced in developmental plans, strategies, tourism campaigns, websites, photos, landscapes, souvenirs, performances and other mechanisms of producing ‘truth(s)’ about a place and its people. This panel will discuss the multiple tourism discourses and their interplay with local and global power relations. Taking this a step further we are interested in exploring the ideas and practices legitimized by the reproduction of specific tourism discourses.