

## Seminar abstract

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### Place making through visual communication in tourism

At the seminar I will present some previous research on the use of visual communication in rural tourism contexts to (re)produce and contest place-based identities. By taking examples and drawing from discussions in selected papers I will discuss the role of the host-guest encounter in tourism for the construction and re-production of identities of places, so called place-making. By co-creating, visualizing and communicating tourism products and experiences, entrepreneurs, regional development actors and visitors themselves, make places. Visual communication through social media is a powerful way of representing and making places associated with real and imagined (gendered) territorial identities. The way in which places are imaged and branded in tourism contexts is also closely connected to how people in these places both view themselves, relate to their surrounding environment and tell stories about heritage and local culture to visitors. I will talk briefly about two cases; one is the branding and marketing of Sami tourism through a project of 'Slow food' in Sweden and one is a study of Instagram content related to a horse riding festival in Iceland.

### Related readings

Cassel, S. H. (2017). The sporting and heritage festival of Landsmót in Iceland: Identity expressions and performances of nation, gender and rurality. In *Power, Construction and Meaning in Festivals* (pp. 49-64). Routledge.

Cassel, S. H. (2019). Branding Sami tourism: Practices of indigenous participation and place-making. In *The Nordic wave in place branding* (pp. 139-152). Edward Elgar Publishing.