Abstract

In postmodern societies, the touristic consumption of symbols of identity contributes to the formation of national identities. The purpose of this study was to examine residents’ and tourists’ perspectives on the meanings attached to and impacts caused by heritage tourism development. Data collected through structured interviews and field observations in Lu-Kang, Taiwan revealed that the local heritage is seen as personally meaningful not only by local residents and culture brokers but also by domestic visitors. Tourism development is reported to bring economic and cultural revitalization but is also blamed for crowding, commercialization and environmental pollution. Lu-Kang, is thus a space for the dissemination of extant symbols of a Desinicized national identity; symbols that accentuate Taiwan’s history of colonization and ethnic diversity, and that situate the nation’s origin with the arrival of migrants from the Mainland.

Keywords

Nationalism, heritage, taiwanization.