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# Coconstructing heritage at the gettysburg storyscape

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### Abstract

Cultural production has been integral to the study of tourism. Employing the Gettysburg storyscape, the present study illustrates the way in which a text is coconstructed by both marketers and consumers through negotiation and embodied performance. Within a coconstruction model of culture, rather than merely appropriating existing meanings of the past, a text is informed by and depends upon the contingencies of the present. It is also shown how a landscape is being symbolically transformed and used by service providers and tourists alike to negotiate, define, and strengthen social values of patriotism and national unity, in times when these values are most needed.

Résumé

La co-construction de l'héritage dans l'espace narratif de Gettysburg. La production culturelle fait partie intégrante de l'industrie du tourisme. En employant l'espace narratif de Gettysburg, la présente étude illustre la façon dont un

Le texte culturel est co-construit par ces commerciaux et des consommateurs à travers la négociation et le spectacle concrétisés. Dans le cas d'un modèle co-construit de la culture, un texte culturel est informé par et dépendant des contingences du présent plutôt que de s'approprier tout simplement les significations existantes du passé. On montre comment un paysage touristique peut être transformé symboliquement et utilisé par des prestataires de services ainsi que par des touristes pour négocier, définir et renforcer les valeurs sociales du patriotisme et de l'unité nationale. Une époque où on a le plus besoin de ces valeurs.



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## Keywords

Coconstruction of culture; Performance; Storyscapes; Gettysburg; Imagined communities

## Mots-clés

co-construction de la culture; spectacle; espaces narratifs; Gettysburg; communautés imaginées; mythes d'origine

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