

The Stories That Anchor Our Experience: Cultural Narratives Uniting and Marginalizing Experiences of Heritage Consumption in South Korea

Matthias Glaser
University of Salzburg

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Abstract

Heritage sites embody history and culture, are sites of memory, and are thus subject to cultural narratives. Narratives from official sources, such as tourist information, convey a unified narrative about heritage sites to promote cultural identity. However, such narratives are also contested in society, e.g., cultural representativeness is rejected. Therefore, this study examines the role of official narratives in the consumer experience of a heritage site. A study of online reviews of a heritage neighborhood in Seoul, South Korea, shows that visitors' consumption experiences indicate both support and contestation of official narratives. Consumers who contest official narratives have a more negative experience that bears little similarity with the dominant experiences of other visitors which align with the official narrative, suggesting marginalized experiences of contesters. Implications regarding narratives, psychological place ownership and consumer identity are discussed.

Subject Areas: *Consumer Behaviour*

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