

From Agram to Zagreb: the Austro-Hungarian legacy in tourism discourses of the Croatian capital

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Tourism and cultural heritage are inextricably connected, making it a particularly interesting topic of cultural research. Tourist promotion is not only about creating an attractive image of a destination, but is also highly informative of social values and the dominant ideology within a particular society. During the past decades, along with the process of joining the European Union, a lot has been done to promote Zagreb as a typical *Mitteleuropäische* city, implying the natural belonging of Zagreb (and Croatia) to the „real“ i.e. Western Europe. Using critical discourse analysis this paper analyses visual and textual representations of Zagreb in tourist promotional materials focusing on the Austro-Hungarian heritage and its role as a symbolic resource used in the process of urban identity building. A view of the process of “heritagization” provides an insight into the discursive practices of heritage selection and cultural representation, through which local identification with this heritage ranges from (implicitly) neutral to overtly positive. The analysis of representation also includes “negative analysis”, which is often more informative of the process of selection as a direct evidence of a discursive “deletion” of certain elements in the process of “heritagization”, in this case those referring to any conflicts with specific centers of power (Vienna and Budapest) or to problematic multiethnic, social and class aspects of the imperial urban culture in terms of its cultural representability of the city population as a whole.

Biographical notes

Olga Orlic is a scientific associate and researcher at the Institute for Anthropological Research in Zagreb (Croatia). She received her PhD in Cultural Anthropology in 2011 at the Faculty of Humanities and Social Sciences, University of Zagreb. Her research interests include several research topics: identity and identification processes, stereotypes/stereotypization, linguistic and cultural diversity, intercultural dialogue, tourism and cultural tourism, solidarity and community-supported agriculture.

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