

Guest Lecture

Research Group Planning and Sustainable Management of Tourism

“Imagining Exotic Iceland: Economic Crash and the Creation of Iceland as a Tourism Destination”



Dr. Kristín Loftsdóttir is Professor of Cultural Anthropology at the University of Iceland. She received her Ph.D from the University of Arizona in 2000. Loftsdóttir has focused on issues relating to racism, gender, and multiculturalism, in addition to international development. She has conducted research in relation to WoDaaBe pastoralists in Niger in West-Africa, focusing on their migrant work in the city within Niger and trans-nationally. She has been engaged in research on whiteness and racial identity in Iceland, and analyzed historical representations of Africa in Iceland. Currently she is engaged in the research project Negotiating Icelandic Identity in Crisis focusing on nationalism and Iceland's engagement with a global world in the context of the Icelandic economic.

ALICANTE UNIVERSITY

February 13th, 2018- 13:00 pm-14:00 pm
Classroom: A2/0D13

Only few years after Iceland became a major media event due the country's bankruptcy in 2008 - facilitated by extreme corruption and nepotism - Iceland became frequently cited in the international media having dealt so well with its economic crisis and thus as beacon of hope for other crisis-ridden countries in Europe and beyond. Following critical scholarship that positions Europe as contested space, the paper asks what does the image of Iceland in the international media say about how different European subjects are imagined in the present? The imagination of Iceland as having dealt so 'well' with the crisis took part in creating highly-commercialized and reified ideas of Iceland as an 'exotic' destination within Europe. The imagination of Iceland internationally reflects the continued reification of national identities, but also their commercialization through various branding strategies. In the current world of commercialized "ethnicities"(Comaroff, 2009), where exoticism has become a valuable resource, Iceland has thus been presented as being simultaneously an exotic and safe destination; similar to "us" while "peculiar" in a global marketplace of nation branding.



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