

# Authenticities in Heritage Tourism: A semiotic analysis of representations of the Halifax Citadel



- Halifax Citadel, historical and contemporary context
- Authenticity and heritage tourism
- Semiotics and a typology of authenticities
- Practical application of the typology to the Halifax Citadel





# The fourth Citadel, 1856



# Halifax Citadel's 'living history program': 1869-71



# Halifax Citadel Regimental Association (HCRA) /78th Highland Regiment; 3rd Brigade Royal Artillery



”The thunder of artillery, the crack of rifle fire, the rousing sound of pipes and drums, the proud traditions of the Highland soldier and the colour and pageantry of Queen Victoria’s army . . . This is the Halifax Citadel Regimental Association.”



*Source: Halifax Citadel Regimental Association: [www.regimental.com/](http://www.regimental.com/)*

## The Union Flag at the Halifax Citadel





# The Parks Canada Charter



## **Our Mandate**

*On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.*

*Source: Parks Canada: [www.pc.gc.ca/agen/chart/chartr\\_E.asp](http://www.pc.gc.ca/agen/chart/chartr_E.asp)*

## Entrance fees and revenue, Halifax Citadel (2008)



### Daily - Peak Season

- Adult \$11.70
- Senior \$10.05
- Youth \$5.80
- School Groups, Special Program, per student \$4.90

### Daily - Shoulder Season

- Adult \$7.80
- Senior \$6.55
- Youth \$3.90
- School Groups, per student \$2.90

Revenue from operations: \$878,400

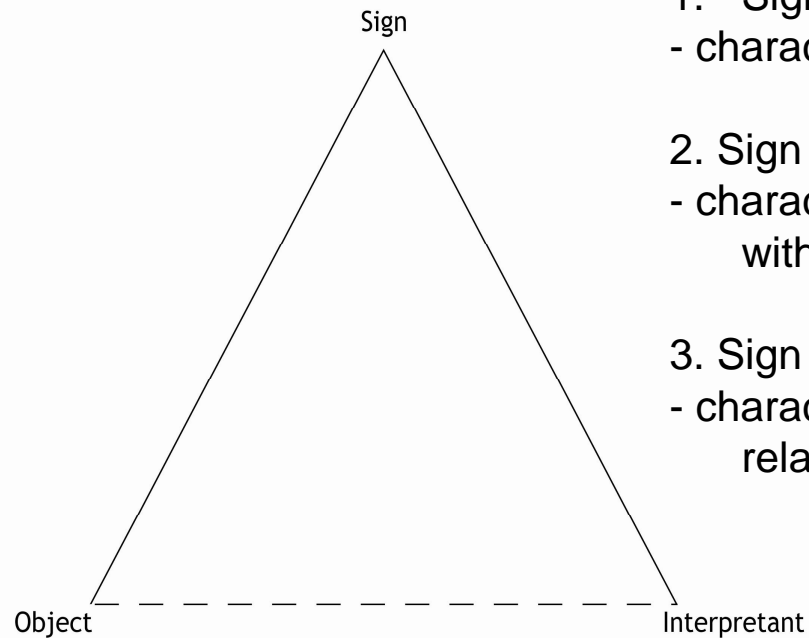
Annual budget: \$3,634,600



# Authenticity in heritage tourism

- “The experience of authenticity is pluralistic, relative to each tourist type” (Wang, 1999: 355).
- “Authenticity is [...] a negotiable, rather than primitive concept” (Cohen 1988, 371).
- Authenticity is a much too complicated analytical concept to be simply presented as:  
“limiting binaries as authentic-inauthentic, true-false, real-show” (Bruner 2005, 5).

# Peirce's representation triad



1. Sign as an *index*  
- characterized by actual/real connection to the object
2. Sign as an *icon*  
- characterized by resembling the object, sharing qualities with it.
3. Sign as a *symbol*  
- characterized by an interpretational / conventional relation to the object.

## Typology of authenticities, based on Peirce

- *Indexical authenticity*

Grayson and Martinec, 2004

- *Iconic authenticity*

- *Symbolic authenticity*

- a) what types of authenticity do interpreters aim for?
- b) what types of authenticity do visitors experience and desire?
- c) Ultimately, are heritage interpretations optimal, fulfilling the desired purpose?





# National Historic Sites of Canada



National historic sites are places of profound importance to Canada. They bear witness to this nation's defining moments and illustrate its human creativity and cultural traditions. Each national historic site tells its own unique story, part of the greater story of Canada, contributing a sense of time, identity, and place to our understanding of Canada as a whole.

*Source: Parks Canada: [www.pc.gc.ca/progs/lhn-nhs/intro\\_e.asp](http://www.pc.gc.ca/progs/lhn-nhs/intro_e.asp)*

## National Historic Sites of Canada



By any criteria or definition the Halifax Citadel is a very 'special place'. The Halifax Citadel has been commemorated as a nationally significant symbol of Halifax's role as a principal naval station in the British Empire and of the city's importance to Canada's development and evolution from colony to nation. The Halifax Citadel was formally recognized as a significant symbol of Canadian nationhood when it was designated as a National Historic Site in 1951.

*Source: Parks Canada: [www.pc.gc.ca/lhn-nhs/ns/halifax/index\\_e.asp](http://www.pc.gc.ca/lhn-nhs/ns/halifax/index_e.asp)*