

Heritage-based counter-narrative place-making in rural peripheries

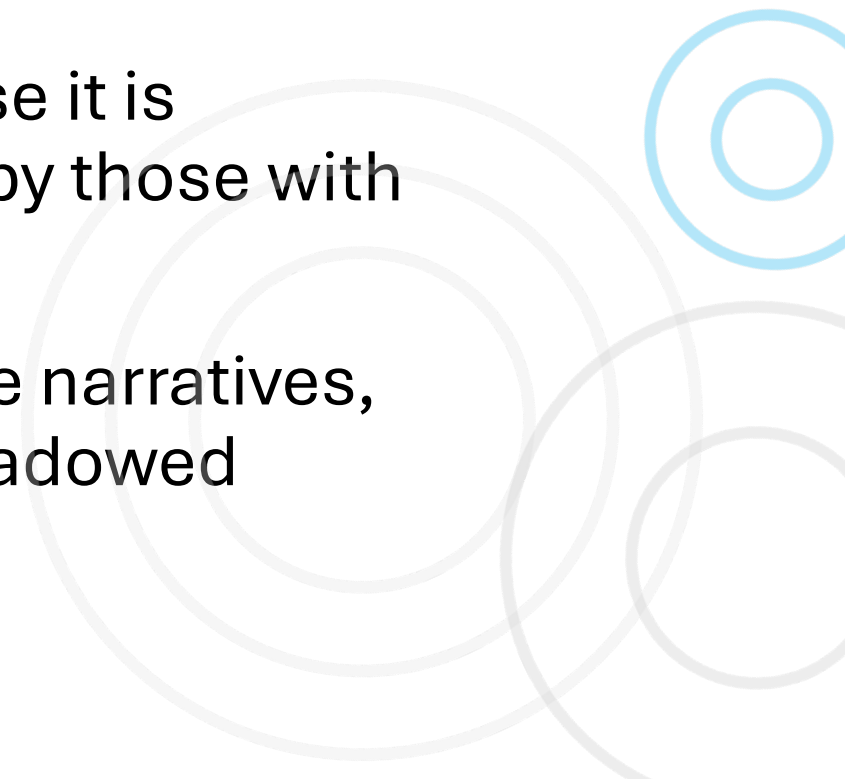
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Our worry: dominant tourism narratives and overshadowed places



- Which stories are told and how affect residents' identity and sense of belonging
- The dominant narrative prevails because it is consistently supported and promoted by those with platforms and power.
- This dominance suppresses alternative narratives, causing them to be forgotten or overshadowed



An aerial photograph of a stone bridge spanning a river. The bridge is made of light-colored stone and has a simple, functional design. The river is dark and calm, reflecting the surrounding greenery. The banks are covered in dense, vibrant green trees and foliage. The overall scene is peaceful and scenic.

Theory:

- Place,
- Place-making,
- Narrative and counter-narrative place-making

Our project:

Two co-created community audio tours



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A walk in Ardgour

4.7 km · Oct 2023

United Kingdom

English, Gaelic (Scot)

★★★★★
5 Stars

2
Reviews

5,652
Views

Immerse yourself in local heritage as told by the people who live there, following a well-loved local walking route through woodland, croftland and along the seashore.

This trail was created as part of the Arctic Connections project, backed by the Scottish Government. Staff at the Centre for Recreation and Tourism Research, part of UHI North, West and Hebrides, worked with the community in Ardgour to create this trail. The pr... [Show more](#)

 **TOUR AUTHOR**
Centre for Recreation and Tourism Research UHI NWH

Tour Points 14 Points



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Yläkemijoen kierros/The Tour of the Upper Kemijoki

6.7 km · Feb 2024

Finland

English, Finnish

★★★★★
0 Stars

0
Reviews

742
Views

Saat reitin näkyviin suomeksi, valitsemalla "start tour" ja sen jälkeen kieleksi "Finnish". You can follow the tour in Finnish by selecting 'start tour' and then 'Finnish' as language.

The area of nine villages is located in the upper reaches of Finland's largest river, the Kemijoki. The magnificent mountain landscapes, old forests, high river rapids and idyllic rural landscapes open up the senses and your relationship with ... [Show more](#)

 **TOUR AUTHOR**
Yläkemijoen kylät ry

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Tour Points 2 Points



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 **Kaarrekoski...**
The river has always lived its own life, but sometimes it has had to bend in the face of the weather or because of human ideas. As in the year of the t...



The counter-narrative effect

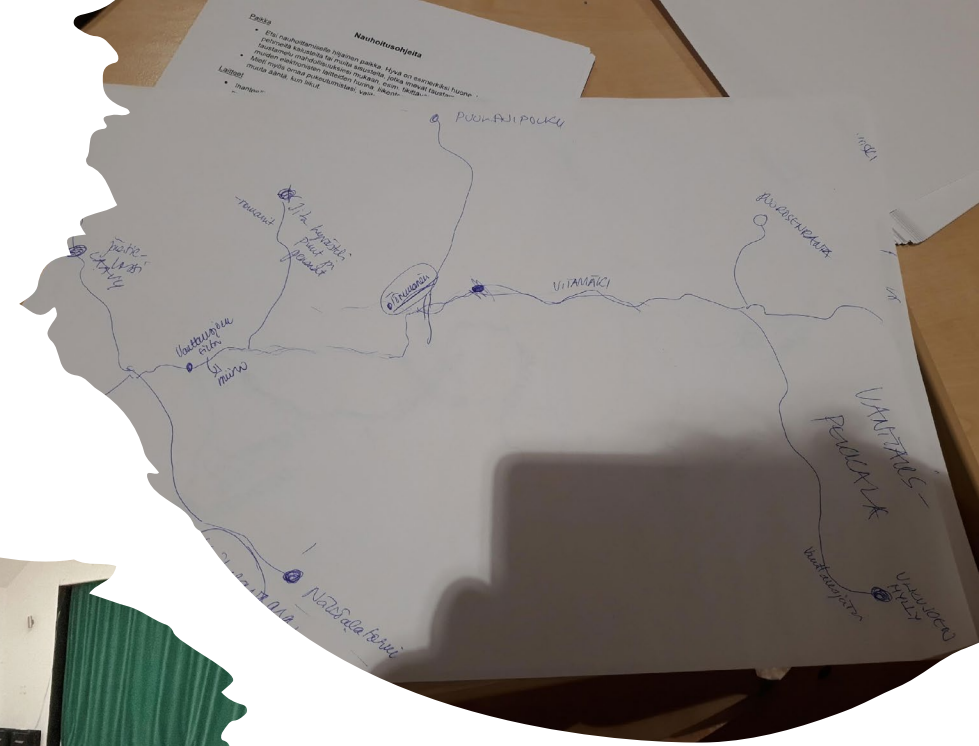
The everyday community



A river at its heart

Our utopia:

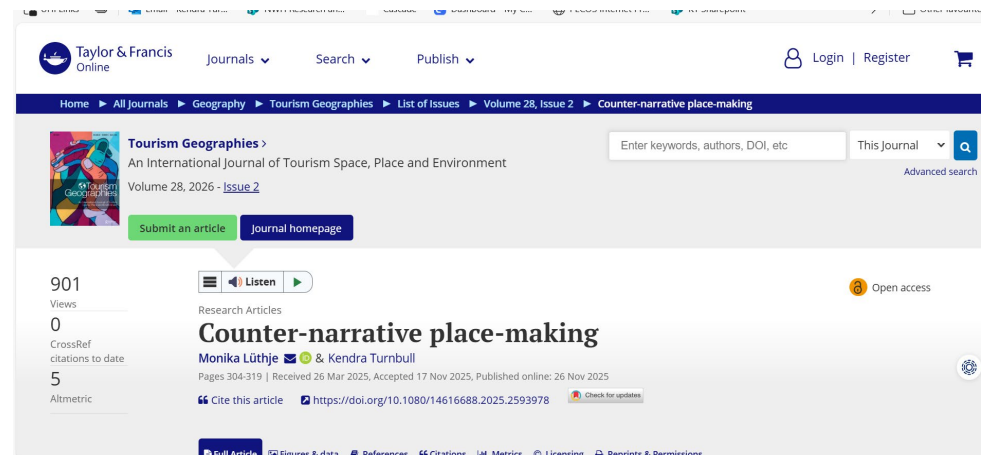
- Community or locally made audio tours in every village all over the world
- Fostering recognition of different perspectives,
- Extending both residents' and visitors' sense of the possible
- Enhancing equality and justice in tourism.



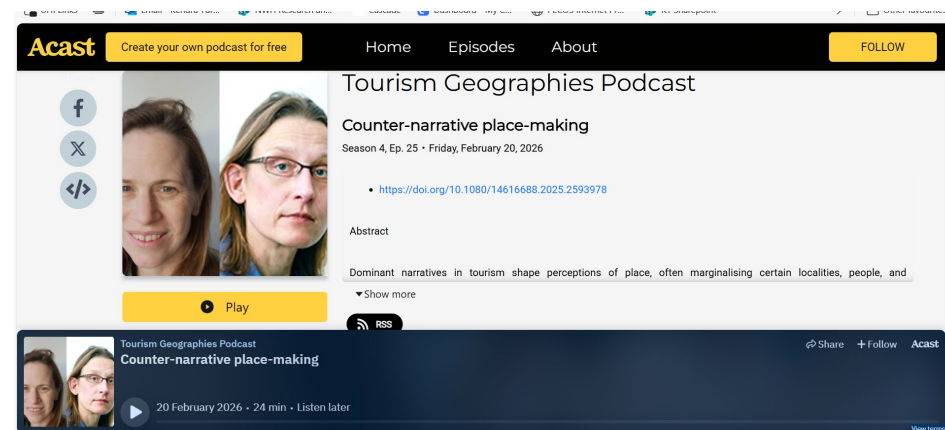
Thank you

Lüthje, M., & Turnbull, K. (2025). Counter-narrative place-making. *Tourism Geographies*, 1–16.

Journal article



Podcast



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