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### Guarding authenticity at literary tourism sites

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#### Abstract

This paper examines the presentation of Canadian author L. M. Montgomery at three literary tourism sites in Prince Edward Island, Canada. Using Goffman's suggestion that all social actions involve moral claims, the paper analyzes site geography, signage, orientation speeches, policy documents, as well as interviews with key informants to show that site guardians argue for the authenticity of their particular site by making various truth claims and excluding rival claims. These claims give interpretative form to each site. The paper concludes that such forms—modernist, rationalist, and eclectic—contribute to the development of Prince Edward Island literary tourism and help shape a dynamic and distinctive Montgomery heritage.

Résumé

Protéger l'authenticité des sites touristiques littéraires. Cet article traite de la manière dont est présentée l'écrivain canadien L. M. Montgomery à trois sites

touristiques littéraires situées à l'Île du Prince-Édouard au Canada. Appuyé sur l'ouvrage de Goffman que toutes les actions sociales supposent des affirmations morales, l'article analyse la géographie des sites, la signalisation, les présentations d'accueil, les politiques ainsi que des entrevues avec des informateurs clés pour démontrer que les gardiens des sites défendent l'authenticité de leur site respectif en faisant certaines affirmations et en écartant les assertions rivales. Ces affirmations définissent la forme d'interprétation propre à chaque site. L'article conclut que ces formes "moderne, rationnelle et clectique" contribuent au développement d'un tourisme littéraire à l'Île du Prince-Édouard et qu'elles aident à modeler un héritage Montgomery dynamique et distinctif.



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## Keywords

literary tourism; authenticity; L. M. Montgomery; Prince Edward Island, Canada

## Mots-clés

tourisme littéraire; authenticité; L. M. Montgomery; Île du Prince-Édouard, Canada

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