

# **APPROPRIATING BRUNEI'S WATER VILLAGE AS A TOURISM PRODUCT: AN ANALYSIS OF PRINTED TOURISM BROCHURES, GUIDEBOOKS, AND TOURIST MAPS**

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## **Abstract**

The government of Brunei Darussalam has focused more on developing its tourism industry in recent years. One of its primary clusters for tourism development, as stated in the government's five-year tourism master plan (2012-2016), is Kampong Ayer or the Water Village. The current tourism master plan (2016-2020) also highlights Kampong Ayer as Brunei's main attraction site in the country. This paper aims to discuss how Kampong Ayer has been appropriated into a tourist attraction site as represented in printed tourism promotional materials, i.e., tourism brochures, guidebooks, pocket guides, and tourist maps. This paper focuses on linguistic cues, and visual representations of Kampong Ayer and the analysis is based on using a multimodal discourse framework. Findings show that the Water Village has been appropriated for tourism consumption through six main themes: i) history; ii) modern and traditional lifestyle; iii) size of Kampong Ayer; iv) must-do's and highlights list; v) spatial division of land and water; and vi) Kampong Ayer's links to other tourist sites.

*Keywords: Kampong Ayer, appropriation, tourism promotional materials, linguistic cues, visual images*

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