**Imagined landscapes of Paris.**

**Tourism simulacra of the City of Light**

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Paris imaginaries have served as inspiration for the creation of themed environments for tourism consumption in several parts of the World. These imaginaries are both the vehicle and the result of a stereotyped image of Paris, strongly attached to at the 19th century, to the *“Belle Epoque”* and to “Romantic Paris”. From the hotel Paris Las Vegas, to the Ratatouille scenery at Disneyland Paris or to the residential area of Val d’Europe build near Disneyland Paris, Hausmannian Paris has indeed served as the main inspiration of the Parisian simulacra all around the World.

Our approach consists on analyzing the « ingredients » of the Paris stereotype as they appear thought a selective number of Parisian tourism sceneries in different geographical areas. It operates a classification and a typology of the constitutive elements of the Parisian stereotype through a thorough landscape analysis. It finally analyses these stereotypes in the light of the Parisian image currently diffused by public and private tourism stakeholders.

This analysis shows a nuanced balance between a subtle use of the stereotyped images of Paris by tourism stakeholders and the will of tourism actors to produce a new, modern image for Paris destination. It also saws the quasi-autonomisation of the Parisian imaginaries which eventually continue their existence through the simulacra places build around the World. The paper stresses in particular on the role tourism plays on the dissemination and perpetuation of these imaginary lands.

BIO

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