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Autore	Goncalves Kellie
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Nota di contenuto	Chapter 1: Theorizing Place, Tourist Mobilities and Adventure Tourism -- Chapter 2: Adventure Playgrounds: Places to Play and Places 'in Play' -- Chapter 3: Mobile and Global Ethnography in Two Hemispheres -- Chapter 4: Labor Regulation and Hypermobility Within Adventure Tourism's Niche Market -- Chapter 5: The Performance of Place and Tourist Performativity Through Bungee Jumping On and Offline -- Chapter 6: Concluding Remarks -- Chapter 7: Advice: What to Bear in Mind If You Decide on an Ethnographic Study Of Your Own.
Sommario/riassunto	This book provides an in-depth analysis of language and tourist mobility within an adventure tourism context. It uses a critical and

ethnographic approach, contributing to poststructuralist perspectives of social life that are currently undergoing considerable changes on social, political, cultural and linguistic levels. Drawing upon an array of data sources collected over five years on two continents, it examines and compares the way language and communication (e.g. speech, written texts, visual resources) are used within the production of place-making practices in two of the world's top adventure tourism destinations: Interlaken, Switzerland and Queenstown, New Zealand. It centres on issues such as cross-cultural discourses, transcultural texts, and semiotic landscapes. Kellie Gonçalves is SNSF Marie Heim-Vögtlin Fellow at the English Department of the University of Bern, Switzerland.
