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Sommario/riassunto	<p>This book is the first volume of a collection of articles devoted to the tourist guide as a meeting place between lexicon and images of cultural heritage, a work resulting from the conference which took place on June 11 and 12, 2015 in Pisa and Florence. , organized by the Lexicon of Cultural Heritage Research Unit. The texts presented are the fruit of a common reflection by specialists from different fields: linguistics, art history, architecture, photography, literature and geography to name but a few. The two volumes analyse the tourist guide and the other works that accompany the trip as so many places of training and transformation of the experience of real or virtual travel, participating as such in the creation of the tourist imaginary of places and cultural objects they describe. Carolina Flinz teaches the German language at the University of Pisa.</p>