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Sommario/riassunto

For the first time ever, this book brings together an explicit linkage between empirical and theoretical perspectives on tourism and discourse. A broad social semiotic approach is adopted to analyze a range of spoken, written and visual texts providing a unique resource for researching and teaching tourism in the context of communication studies. Some of the key concepts explored in its chapters include space, representation, the tourist experience, identity, performance and authenticity, and the contributors are key sociologists of tourism as well as discourse analysts and sociolinguists.
