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Nota di bibliografia	Includes bibliographical references (p. 111-112) and index.
Nota di contenuto	pt. I. Vietnam as a tourist destination-- an analytic perspective -- pt. II. Virtual Vietnam-- imagining Vietnam -- pt. III. Semiotic Vietnam-- Interpreting the country -- pt. IV. Remembering Vietnam-- back in the United States.
Sommario/riassunto	Explore the travel/tourism possibilities of this exotic yet tourist-friendly countryVietnam Tourism presents a unique ethnographic-semiotic analysis of some of the most important touristic icons in Vietnamese culture. In addition, it offers a firsthand analysis of many aspects of daily life in Vietnam and a semiotic analysis of Vietnam's dominant cultural symbols. A twelve-page photo section brings vibrant images of this unique country to life.Vietnam Tourism also presents an essential overview of what Vietnam has to offer tourists, looking at the exciting possibilities