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Nota di contenuto	Front matter -- Contents -- Acknowledgements -- Contributors -- Introduction. Discourse, Communication and Tourism Dialogues -- Chapter 1. The 'Consuming' of Place -- Chapter 2. Alternative India: Transgressive Spaces -- Chapter 3. Representations of 'Ethnographic Knowledge': Early Comic Postcards of Wales -- Chapter 4. Exclusive, Ethno and Eco: Representations of Culture and Nature in Tourism Discourses in Namibia -- Chapter 5. Venice Observed: The Traveler, The Tourist, The Post-Tourist and British Television -- Chapter 6. Discourses of Polish Agritourism: Global, Local, Pragmatic -- Chapter 7. Tourist or Traveler? Narrating Backpacker Identity -- Chapter 8. Tourism Performance as Metaphor: Enacting Backpacker Travel in the Fiji Islands -- Chapter 9. Wales Underground: Discursive Frames and Authenticities in Welsh Mining Heritage Tourism Events -- Chapter 10. 'Just Perfect!' The Pragmatics of Evaluation in Holiday Postcards -- Index
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.

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