

1. Record Nr.	UNINA9910424581903321
Titolo	Le guide touristique : lieu de rencontre entre lexique et images du patrimoine / / édité par Carolina Flinz, Elena Carpi, Annick Farina
Pubbl/distr/stampa	Italy : , : Firenze University Press, , 2018
Descrizione fisica	1 online resource (234 pages) : illustrations; digital, PDF file(s)
Collana	Strumenti per la didattica e la ricerca ; ; 201
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
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>

2. Record Nr.	UNINA9910955288803321
Autore	Sharpley Richard <1956->
Titolo	Travel and tourism / / Richard Sharpley
Pubbl/distr/stampa	Thousand Oaks, CA, : Sage Publications, 2006
ISBN	9786611245269 9781412922944 1412922941 9781281245267 1281245267 9781847878588 184787858X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (vi, 232 p.)
Collana	Sage course companions
Disciplina	338.4/791
Soggetti	Tourism - Study and teaching (Higher) Travel - Study and teaching (Higher)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [227]-229) and index.
Nota di contenuto	Cover; Contents; Part I: Introducing your companion; Part II: Core areas of the curriculum; 1 - Introducing travel and tourism; 2 - Global tourism; 3 - The demand for travel and tourism; 4 - Tourist motivation; 5 - The travel and tourism industry; 6 - Transport for travel and tourism; 7 - Air transport; 8 - Accommodation; 9 - Attractions; 10 - Tour operations; 11 - Travel and tourism retailing; 12 - Marketing in travel and tourism; 13 - Strategy in travel and tourism; 14 - Economics of travel and tourism; 15 - Tourism and development; 16 - Planning travel and tourism 17 - Tourism and the environment 18 - Tourism, society and culture; 19 - Visitor management; 20 - Urban tourism; 21 - Rural tourism; 22 - Contemporary issues in travel and tourism; Part III: Study, writing and revision skills; 1 - How to get the most out of your lectures; 2 - How to make the most of your seminars; 3 - Essay-writing tips; 4 - Revision hints and tips; 5 - Exam tips; 6 - Tips on interpreting essay and exam questions; Glossary; References; Index

## Sommario/riassunto

'Travel and Tourism' is an accessible introduction to the subject that will help readers extend their understanding of key concepts and enhance their thinking skills in line with course requirements. It provides support on how to revise for exams how to present calculations and how to prepare for and write assessed pieces.