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| Note generali           | Includes index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Nota di contenuto       | Front Matter -- Copyright page -- What Do Language Use and 'The Tourist Gaze' Have in Common? Introducing Studies on Adaptation Strategies in Tourist Communication / Gudrun Held -- Textual Practices -- Argumentative Strategies in Tourism Advertisements Promoting subjectTurkey -- TurkishTurkey: How to Adapt to an International Audience / Manfred Kienpointner -- How Language Sets Imagination in Motion: A Phenomenological Approach to the Reading of Promotional Texts in the Tourist Industry / Sonja Kolberg , Sascha Demarmels and Ursina Kellerhals -- National Attributes Viewed through Tourism Discourse: The Case of subjectSloveniaSlovenia / Vesna Mikoli -- I NeedsobjectSpain -- SpanishSpain -- New Ways of Representing the Tourist Experience / Uta Helfrich -- Sustainable Tourism: A New Rhetoric in the Language of Tourism / Donella Antelmi -- Tourist Interactions -- The Local Language of Tourism in International Tourist Information Encounters: Adapting the What and the How / Adam Wilson -- Asymmetries and Adaptation in Guided Tours with subjectGerman -- Germany -- Austria -- SwitzerlandGerman as |

a Foreign Language / Marcella Costa and Miriam Ravetto -- Genres -- The Generic Identity of Travel Guides: Ethos, Instruction, and Grammatical Metaphors / Francesca Santulli -- Strategies of Adaptation in the Translation of subjectGerman -- Germany -- Austria -- SwitzerlandGerman and subjectItaly -- ItalianItalian Travel Guides / Tania Baumann -- The Expression of Authorial Sensory Perception in Journalistic Travelogues: Narrative and Evidential Aspects / Martina Temmerman -- subjectMedia (print-media, AV-media, New Media, Social Media)Media -- Sonnenklar.tv: Advertising Travels via subjectTeleshoppingTeleshopping -- A Linguistic and Multimodal Analysis / Sabine Wahl -- Authenticity and the Construction and Perception of Identity in Tourism Apps / Olga Denti -- Tripadvisor and Tourism: The Linguistic Behaviour of Consumers in the Tourism Industry 2.0 / Maria Rosaria Compagnone and Giuliana Fiorentino -- Museums Popularising Art on the Web: Lexical and Cluster Representations of subjectItaly -- ItalianItaly and subjectSouth AfricaSouth Africa / Christina Samson.

## Sommario/riassunto

The papers in this volume study the relationship between language use and the concept of the “tourist gaze” through a range of communicative practices from different cultures and languages. From a pragmatic perspective, the authors investigate how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning-making process that turns insignificant places into desirable tourist destinations. The case studies draw on both, in situ interactions with visitors, such as guided tours and counter information, old and new mediatized genres, id est guide books, travelogues, print advertising as well as TV-commercials, service web-sites and apps. Despite the diversity of data, one of the common findings in the volume is that staging the sensory ‘lived’ tourist experience is the lynchpin of all communicative practices. Hence, the use of tourism language reveals itself as the mirror of how ‘people on the move’ continuously enact as ‘tourists’ and ‘places’ are constructed as must-see ‘sights’.