



Official Tourism Websites: A Discourse Analysis Perspective (Tourism and Cultural Change)

Richard W. Hallett, Judith Kaplan-Weinger

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Official Tourism Websites: A Discourse Analysis Perspective investigates the construction and promotion of identity of tourist locales by the designers of the official websites for destinations such as Santiago de Compostela, Spain; the Baltic states of Latvia and Estonia; New Orleans, Louisiana and Gary, Indiana; Myanmar/Burma; US Sports Halls of Fame; and, in recognizing the influence and popularity of such sites, three websites parodying the imaginary nations of Phaic Tan, Molvania, and San Sombrero. Analysis addresses how tourism websites foster social action and, therefore, contribute to the (re)construction of nations and other communities by variably fostering re-imagination, rebirth, renaissance, promotion and caution, and patriotism. Recognizing that tourism texts can function to both construct and embody identity for their respective locales, this investigation employs critical discourse analysis, multimodal discourse analysis, and visual semiotic analysis in the investigation of web texts and images.

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