

Innovative Perspectives on Tourism Discourse

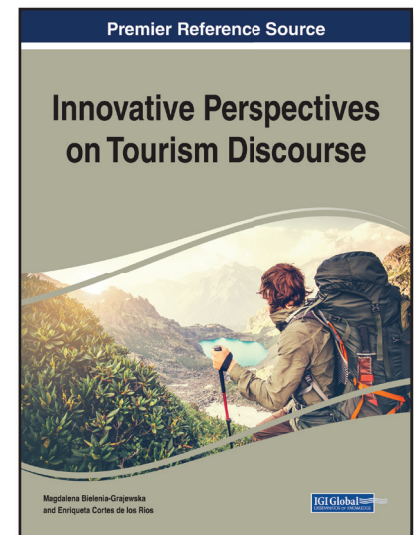
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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Description:

The application of linguistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. It provides an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life.

Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry. Featuring extensive coverage on relevant areas such as intercultural communication, adventure travel, and tourism marketing, this publication is an ideal resource for linguists, managers, researchers, economists, and professionals interested in emerging developments in tourism and travel.



ISBN: 9781522529309

Release Date: September, 2017

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Pages: 300

Topics Covered:

- Adventure Travel
- Communicative Competence
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- Intercultural Communication
- Nature-Based Travel
- Tourism Marketing
- Translation

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