



Tourist Activities in Multimodal Texts: An Analysis of Croatian and Scottish Tourism Websites

Melani Neki?

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Tourist promotional material is a tool utilised by many people preparing to travel or planning an activity. How do we as readers make sense of the tourist promotional material that is available to us? How do we as users understand tourism websites? Awareness of how tourism websites function may enable business people to master the range of resources used as strategies to design websites in ways which more specifically target types of users.

Tourist Activities in Multimodal Texts addresses these questions by analysing Croatian and Scottish tourism web pages to explore the ways in which tourist activities are represented in tourism websites and the ways in which tourism websites construct their recipients as media actors and cultural tourists.

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