

**A THEORETICAL APPROXIMATION TO THE TOURIST COMMUNICATION
IN THE MUNICIPAL STATE**

Study case La Plata City, Buenos Aires, Argentina

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Merge the study of two modern disciplines such as communication and tourism is the objective of this paper. Rather, begin to take a tour of the theories of communication, strategic communication and theoretical assumptions related to tourism to set up a position of theoretical analysis. Analysis, because work is not in the theoretical study, but using triangulation as a methodological perspective research, the theory leads to the field. The tour of these areas, coupled with perceptions in the field of study (La Plata City, Buenos Aires, Argentina) will try to establish an initial approach to the theoretical concept of communication tourist absent.

KEYWORDS: *Tourism – Communication – Communication Strategy – Tourist Communication*