

BETWEEN WORDS AND WISHES
Content Analysis of Hotel Advertising

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The present paper investigates hotel advertising using qualitative methods to figure out why they use symbols (words) in those publicities with similarities regarding both direct and subliminal messages. The technique of content analysis was applied on the advertising of 40 hotels. The results indicated: a) the existence of different speeches in texts and meaning of publicities; b) the intention to construct, through slogans and words, a positive view about the city and the hotel), creating wishes and upgrading demands, besides promoting the capitalist system through benefits on tourism trips.

KEY WORDS: *tourism, content analysis, tourist marketing, qualitative analysis, advertising.*