

AN ANALYSIS OF THE IDENTIFICATION OF TOURIST AND NO-TOURIST SPACES IN THE RELATIONSHIP BETWEEN TOURISM AND COMMUNICATION IN BRAZIL

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This article is about the construction of social identity and the constitution of the otherness of subject consumer of the tourist service affected by ideologies by or in advertising for tourism in Brazil. The historical and ideological materiality of genre media discourse concerning tourism is based on the theoretical contribution of the French school of Discourse Analysis and methodology of bibliographic search and virtual collections, about academic discourse on tourism and its relationship with the media. The study refers to the identification of spaces or marketing tourist places (business and vacation, leisure) and no spaces or construction of non tourist places (not identified to traditional tourist spaces).

KEY WORDS: *communication and tourism, tourist spaces and tourist not, identification.*