

THE DISCOURSES OF TRAVELERS PHOTOGRAPHY

Curitiba in Tripadvisor

Cynthia Menezes Mello
José Manoel Gândara
Universidade Federal do Paraná
Curitiba, Brasil

Among contemporary social manifestations traveller photos on social networks, photographic and sightseeing recommendations that capture thousands of followers' sites mentioned. Currently for tourists is not enough to travel and photograph but need to show and share the experience. This study sought to understand and analyze the effects of the visual discourses of travel photographs posted by TripAdvisor tourists during the 2014 FIFA World Cup, on the tourist attractions of Curitiba. It has qualitative and exploratory in nature and is based on input from Ferrari (2013) on photographic discourses embodied in tourist magazines. The photographs chosen for this study were examined from the perspective of visual semiotics by Pietroforte (2008; 2010). As a result it can be noted that photographs of Curitiba posted on Tripadvisor produce exciting visual discourses with different possibilities of experience in the attractions. These photographs [re] produced affectivities and tend to cause effects senses and project observers in future tourism experience. The analyzed photographic discourses orchestrate contemporary political, social, cultural, and economic values building lifestyles and consumption.

KEY WORDS: *tourism, photography travelers, photographic discourses, Tripadvisor, Curitiba - Brazil.*