

THE IDEOLOGICAL DISCOURSE OF POST-CRISIS TOURISM CONSUMPTION IN SPAIN

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This article analyzed the advertising campaigns of a travel agency and a hotel chain for 2016 summer season in the Spanish market. From a sociological point of view, the aim is to extract and interpret the ideological discourse that is obtained from the set of senses that these large companies disseminated through its tourism communication. In a period of uneven recovery from the great recession, it imposed from the advertisement a childishness of tourism consumption, stimulating originally anticipated reserve limited supposedly in dispute with foreign holiday makers squares and by encouraging destination ostentation of enjoyment holiday through social networking sites.

KEY WORDS: Tourism consumption, ideological discourse, advertising, vacation, tourism businesses, Spain.