

9. Tourism Communicational Capital

Guilherme Fráguas Nobre* and Heloiza Matos,

McMaster University and Universidade de São Paulo,

Guilherme Fráguas Nobre
Visiting Scholar,
Department of Communication Studies and Multimedia,
McMaster University,
1280 Main Street West,
Hamilton, Ontario,
Canada L8S 4M2.

Tel: +1-905-525-9140 Ext: 27387

Email: nobre@mcmaster.ca

ABSTRACT

This paper aims to connect two distinct fields of research: tourism communication and communicational capital. The text is divided into five sections as well as a conclusion. Firstly, it shows the links between tourism and communication; and then it defines the expression 'tourism communication'. Secondly, it presents the relatively new concept of 'communicational capital'; lists and compiles a series of studies on the subject; introduces five broad categories as a way of organizing all the methods; and then delivers a comprehensive definition on the topic. Thirdly, it demonstrates how communicational capital can effectively contribute to tourism research and practice as well as proposing the possibilities of the notion of 'tourism communicational capital'. The conclusion summarizes the arguments and postulates on tourism communicational capital as a challenging future phase in tourism communications research.

KEYWORDS

Tourism communication; communicational capital; tourism communicational capital.