

# La ricerca linguistica negli Studi sul Turismo. Un repertorio bibliografico

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La presente raccolta bibliografica si compone di studi afferenti all'ampio e sfaccettato ambito della ricerca linguistica negli Studi sul Turismo. I dati ivi contenuti si riferiscono a opere monografiche, a singoli saggi in volumi collettivi e ad articoli di riviste specialistiche aggiornati con cadenza semestrale. Per problemi di rintracciabilità, tra i dati non figurano relazioni presentate a convegni, così come tesi di laurea e dottorato non pubblicate o lavori realizzati all'interno di corsi universitari. Analogamente, al fine di contenere le fonti, non è stata presa in considerazione la stampa quotidiana e periodica di carattere generalista. I dati provengono da più ambiti linguistici, in particolare da quelli con cui la compilatrice ha maggiore dimestichezza: oltre all'italiano, l'inglese, il tedesco, il francese e lo spagnolo.

A fronte della complessità che caratterizza questo ambito di ricerca, si è tentato di strutturare i dati secondo un criterio di appartenenza a determinati ambiti disciplinari facenti capo al più ampio settore degli studi linguistico-comunicazionali. A tal proposito, sono state individuate tre macro-categorie, secondo criteri che rispondono a necessità contingenti di ordine, chiarezza ed economia.

La prima categoria raccoglie studi di natura più marcatamente linguistico-discorsiva. Al centro dell'analisi è la comunicazione turistica dal punto di vista dei tratti distintivi e ricorrenti che la caratterizzano a livello lessicale, sintattico, fraseologico, testuale e retorico, nonché l'ampia gamma di generi testuali attraverso cui si esprime, sia quelli ad uso degli operatori che quelli rivolti al grande pubblico. Oltre a queste prospettive, facenti capo alla ricerca nel campo dei Linguaggi di Specialità, della *Genre Analysis* e della *Discourse Analysis*, tali studi adottano altresì l'approccio teorico-metodologico della Linguistica dei Corpora, ossia l'interrogazione di ampi repertori di lingua autentica (corpora testuali, sia monolingue che plurilingue) con l'ausilio di appositi programmi informatici. Questi lavori indagano vari aspetti della lingua del turismo, con particolare attenzione alla componente lessicale e fraseologica (ad es. liste di frequenza e di parole chiave, profilo collocazionale di singoli termini). Oltre a osservazioni di natura più prettamente linguistico-sistemica, essi propongono altresì più ampie valutazioni sul fenomeno turistico in generale e sui valori che esso trasmette o di cui si serve per esprimersi.

Questo tipo di osservazioni contraddistinguono in modo preponderante i contributi scientifici inseriti nella seconda categoria di cui si compone il presente repertorio bibliografico, quella relativa all'ambito interdisciplinare dei *Cultural Studies*. Si tratta di studi che muovono dall'analisi di determinati tratti linguistici o di componenti tematiche del discorso turistico per poi approdare a riflessioni di più ampio respiro sulle diverse dinamiche che esso innesca in un dato contesto socio-culturale. Oggetto di analisi privilegiato è l'insieme delle strategie discorsive con cui l'industria turistica si rivolge al proprio target di pubblico, influenzandone idee e comportamenti, così come i meccanismi semiotici con cui il *discourse* turistico costruisce l'immagine – e quindi l'identità – di paesi, destinazioni e gruppi sociali (*stereotipia*, *othering*, *gendering*, ecc.) come espressione di ideologie dominanti legate alla razza, al genere sessuale, alla classe sociale o a rapporti di potere. Gli studi incentrati su questi ultimi aspetti si avvalgono di approcci analitici che trascendono l'ambito della linguistica in senso stretto e attingono a discipline quali la sociologia, l'antropologia, l'etnografia, la filosofia ecc. Poiché questi studi analizzano non solo i testi turistici ma il fenomeno stesso del turismo come forma di comunicazione in sé (dialogo con l'Altro, mediazione, espressione identitaria, dinamiche di significazione, ecc.), sono stati inseriti in questa seconda categoria anche gli studi appartenenti al paradigma di ricerca delle Scienze della Comunicazione, che analizzano le modalità con cui il prodotto turistico viene comunicato al potenziale turista.

La terza ed ultima categoria raccoglie indagini afferenti a campi solo apparentemente incompatibili. Si tratta da un lato degli studi sulla traduzione di testi turistici e sulla sua didattica, e dall'altro di lavori incentrati sull'impiego dei testi turistici nell'insegnamento delle lingue straniere e delle lingue di specialità. Si è deciso di accorparli nella stessa categoria per lo stretto legame che da sempre intercorre tra esercizio/didattica della traduzione e apprendimento delle lingue. La traduzione turistica è oggetto di un nutrito nucleo di indagini per via del ruolo assolutamente essenziale che ricopre la redazione di materiale multilingue in un'industria come quella turistica, caratterizzata da un elevatissimo livello di contatto linguistico e pertanto da una forte necessità di mediazione interculturale. Molta parte di questi studi evidenzia la scarsa qualità dei testi turistici tradotti e illustra le strategie che consentono di confezionare testi adeguati ed efficaci, con particolare attenzione alla loro applicazione in ambito pedagogico. Gli altri studi annoverati in questa categoria sottolineano invece la particolare validità didattica dei testi turistici per l'apprendimento delle lingue straniere e dei linguaggi di specialità, nonché per lo sviluppo della sempre più invocata competenza interculturale.

Poiché ritenuti non centrali rispetto al focus della raccolta, non sono stati presi in considerazione gli studi sulla comunicazione turistica dal taglio più marcatamente economico-gestionale così come le opere sulla letteratura di viaggio o sul turismo letterario.

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