



Tourism Communication





Tourism Communication

The re-organization and rewriting of tourism discourse from a politic-power-institutional point of view



Tourism Communication

Who
What
Where
How
When






Tourism Communication

Brand Image v Brand Identity





Who: The tourist

- Features of customers/travelers
 - Culture, age, gender
 - Technology – knowledge & degree of engagement, Internet access, roaming charges
 - Timing
 - Types of info and functions
- 
- Definition of tourist needs and needed information



What: Products

- Nature
- **Testimony of the past**
- People and traditions
- **Sport and wellness**







How, When and Where: Media

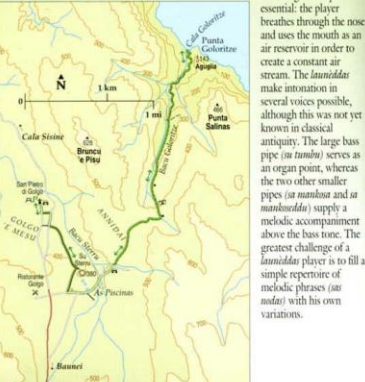
- Tourist guides
 - **Websites**
 - Apps
 - **Promotional brochure, leaflets, guides**
 - Advertising & Video
-
- **Before the trip, During the trip, After the trip**
 - Textual features, Verbal and visual devices
 - **Reading Paths**
 - Communicative purposes

Travel guides

MUSIC
Sardinian music appears archaic and elaborate at the same time; strange harmonies of voices and changes in tempo are typical. Its floating approach and driving away and different kind of tonality appear very alien to our ears. Some songs are accompanied by *launeddas*, a woodwind instrument with three pipes. A lamenting recitative underlined by the sound of *launeddas*, with its mixture of droning, humming and rattling sounds appears very strange to us. The instrument must have been in use thousands of years ago on Sardinia, as it is depicted on a Nuragic bronze stamnet. Learning to play the *launeddas* requires hard training, in which breathing technique is essential: the player breathes through the nose and uses the mouth as an air reservoir in order to create a constant air stream. The *launeddas* make intonation in several voices possible, although this was not yet known in classical antiquity. The large bass pipe (*su tuninu*) serves as an organ point, whereas the two other smaller pipes (*sa mankusa* and *sa maniscadda*) supply a melodic accompaniment above the bass line. The greatest challenge of a *launeddas* player is to fill a simple repertoire of melodic phrases (*su nodas*) with his own variations.

Top: the Aguglia, a rock pinnacle above Cala Coloritze, popular with rock climbers; above: the idyllic setting of As Piscinas



Walk 9: Circuit from San Pietro di Golgo via Cala Coloritze 85

Turn your back to the entrance gate of the enclosure and go straight back in the direction from where you came by car. After about 100m/yds, go through the **CAVE** in the stone wall and turn left. Turn right at the next fork, ignoring the signposted left turn to Cala Sisine, and follow the wide dirt road. Leave it after less than 200m/yds, where tracks fork off on both sides, and turn left. Goats and half-wild pigs roam around freely here. The countryside is dotted with pear trees which produce delicate white blossoms early in April.

Less than ten minutes later you reach a fork. Ignore the track rising to the right for the moment (you will be taking it later) and keep left on the level track for about 50m/yds, to reach the gaping cavity of **Su Sterru** (also called Voragine di Golgo; **15min**). For safety reasons, this 300m/yds deep abyss is fenced in. Do not climb over the perimeter fence — there is sheer drop down into the abyss, concealed by bushes! (The cross here testifies to a fatal accident.)

Return to the fork, now turning left uphill. Soon you meet a T-junction and turn left. Almost immediately you pass a **STONE PEN** on the left. Hidden between dark basalt rocks, small pools (**As Piscinas**) can be seen between the trees and bushes on the left — an idyllic spot in spring. Reach a wide track junction in an open area and follow the track to the left. Stay ahead on this main track past several turns on the right, but bear right when you reach a Y-fork. After about 100m/yds the track leads to a small open space covered with gravel and used as a **CAR PARK (30min)**. Follow the track through this space to the far end, but leave it after about 25m/yds, on a bend to the right (by a boulder with the inscription "GOLORITZE"): climb the clear path here that begins to thread through the *macchia*.


After 20 minutes of climbing you cross the ridge of **Annidai (50min)**. The path continues to wind more or less at an even contour through the *macchia*. Among the many plants are *Phillyrea*, mastic trees, strawberry trees and rock-roses (*Cistus monspeliensis*). Soon rocks come into sight on the right, with a **SHEPHERD'S SHELTER** built into the side of them (**1h**). The path gradually begins to descend and you get a first glimpse of the sea. A sheer rock face flanks the left-hand side of the **Bacu Coloritze** ravine as you walk down. Pass another **SHEPHERD'S SHELTER** built into a rock. Ancient holm oaks of imposing size dot the landscape, specimens that were spared by the charcoal burners in the 19th century.

An old and crumbling stone-laid charcoal burners' trail joins from the right. Follow it as it winds down into the ravine. Further down the **Aguglia** comes into sight. Rising


32 INTRODUCING SARDINIA

Prehistoric Sardinia


ATHOUGH SOME stone tools found at Perfugas show that Sardinia was inhabited from the Paleolithic period (150,000 years ago), it was only around 5000 BC that the island began to be settled by populations from Asia Minor, the African coasts, the Iberian peninsula and Liguria. The fertile, mineral-rich land and the obsidian mines at Monte Arcu were a major factor in the island's prosperity. By around 3000 BC the Sardinians had grouped into tribes. They lived in villages with thatched-roof huts and buried their dead in rock-cut tombs called *domus de janas* (house of fairies). By about 1800 BC, this rural society had evolved into the warrior nuragic civilization, who built thousands of circular stone towers (*nuraghi*) across the island. Many of these remarkable prehistoric constructions are still visible.




Bronze figure from Teti, Abini




Necklace with Tusk
This ornament was found in a tomb dating from 2000-1800 BC, the bell-shaped pottery era.




The motifs on the prow have more to do with the land than the sea.




Earthenware
These jugs and vases were everyday objects used to store water and grain.




Monte di Accoddi ruins
These traces reveal the ruins of a tower, terraced construction, probably a temple, dating from the 3rd millennium BC. It looked remarkably similar to the famous zigzag temples of Mesopotamia and the Aztec pyramids.




6000 BC Sardinian people make tools and weapons from the obsidian found at Monte Arcu.




Obsidian arrowhead



A typical example of domus de janas



6000 BC Bear tusk ornament from the early Neolithic period.






4000-3000 BC The age of the Nuragic culture — small communities living by raising sheep and goats. Distinctive high quality grey pottery with no lead decoration is produced.

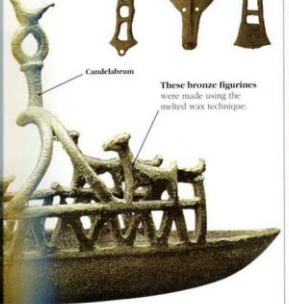
THE HISTORY OF SARDINIA 33

Bronze Artifacts from Abini

These objects are part of a hoard of 100 kg (220 lb) of objects hidden in large clay vessels, perhaps to conceal them from the Roman invaders.


These bronze figurines were made using the melted wax technique.




Candelabrum

WHERE TO SEE PREHISTORIC SARDINIA

Pre-nuragic ruins include a zigzag at Monte d'Accoddi and rock-cut tombs (*domus de janas*) at Pranu Mottedu (Genù). Nuragic villages survive at Su Nurax (see page 5), Serra Orrios (see page 4), Tiscali (see page 104-5) and Abini. Burial chambers, or "Tombs of Giants", can be seen at places such as Sa Ena e' Thomas, and holy wells can be visited at Santa Cristina (Paufuliddu) and Santa Vittoria (Genù).




The nuragic village of Serra Orrios is one of the best preserved in Sardinia. It consisted of about 70 dwellings (see page 84).




The Montessu necropolis houses domus de janas of the G2 era (pre-nuragic era).

EX VOTO WITH DEER MOTIF


This ex voto lamp in the shape of a ship was one of 70 or so found at Is Argiolas near Ballei. It dates from the 8th-7th centuries BC, and is now in the Museo Archeologico Nazionale in Cagliari. In the nuragic age, Sardinians had a love-hate relationship with the sea, which ended with the arrival of the Carthaginians, Romans and later conquerors, who forced the local inhabitants to live in the interior.




Replica of the golden Mani-Mastorrenu of Senù




3000 BC Era of civilization of San Michele culture. Villages are established throughout the island and the dead are buried in the domus de janas.




1800 BC Rise of nuragic civilization, characterized by monumental stone-walled buildings erected at the edges of upland plateaus.




1000 BC Phoenician ships reach the island.




1000 BC The Santa Barbara temple at Macomer.



2000-1800 BC Civilization known for its bell-shaped pottery, rectangular or round dwellings constructed.



Dolmens at Lanas



1500 BC The first sample of nuragic art appears.



Institutional publications

- *Postcards from Sardinia* (2007)
- *Map of Sardinia's Ports and Marinas* (2007)
- *Cultural Heritage Guide* (2008, 2010)
- *Cycling guide of Sardinia* (2008, 2010)
- *...e cammina cammina...* (2008, 2010)
- *Meeting and Congress Centres* (2008, 2010)
- *Mines in the Sun* (2008)
- *Travel Guide* (2008)
- *Travelling around Sardinia by public transport* (only online, 2008)
- *Writer's Landscape* (2008, 2010)



Brochures/mini-guides: Cagliari tourist

infopoint



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RISTAMPA LUGLIO 2012

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 Palazzo S1 pag. 32
 Palazzo Sella pag. 11
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Cagliari centro
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Quartiere Marina
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Viale Regina Margherita
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Via Salvo D'Amico
 pag. 31

Via Pasquale Paoli
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Quartiere Castello
 pag. 4 pag. 57

Informazioni / Useful information

Salute & Sicurezza
 Health & Safety

Emergenza
 Emergency 112

Stazione di Polizia
 Police Station
 Via Armi e Luze 16

Cranta enoteca / wine shop

viale Diaz 21/23, Cagliari, tel. +39 070.6670212
www.crantaenoteca.it | enoteca@crantaenoteca.it
 Orari lun-ven: 11.00-19.00 - gio: 11.00-13.00 - sab: 11.00-13.00
 Chiusura commerciale | Carta di credito tutte | Ferie coperte
 Garanzia aperta per il periodo estivo | English yes

Le migliori etichette del cibo & vino.
 Mettonle a bella ragione, saccate, aromatizzate, champagne, stocant, diatto.
 Tutti i prodotti gastronomici sono etici, autoctoni, genuini, vengono con attenzione e serietà, schietti. Saggiamente, è possibile vedere on-line www.crantaenoteca.it trovare l'elenco completo dei vini e delle etichette anche sempre disponibili in cartina, con relativi prezzi. I prodotti gastronomici possono essere spediti da noi solo che all'ordine, anche senza alcun regalo. In A. i prezzi in lire sono comprensivi di IVA e dell'addizionale che non fanno parte della Garanzia Europea che offriamo agli acquirenti. È disponibile il servizio TAG 1902 che permette di recuperare il costo dell'esperto 112.

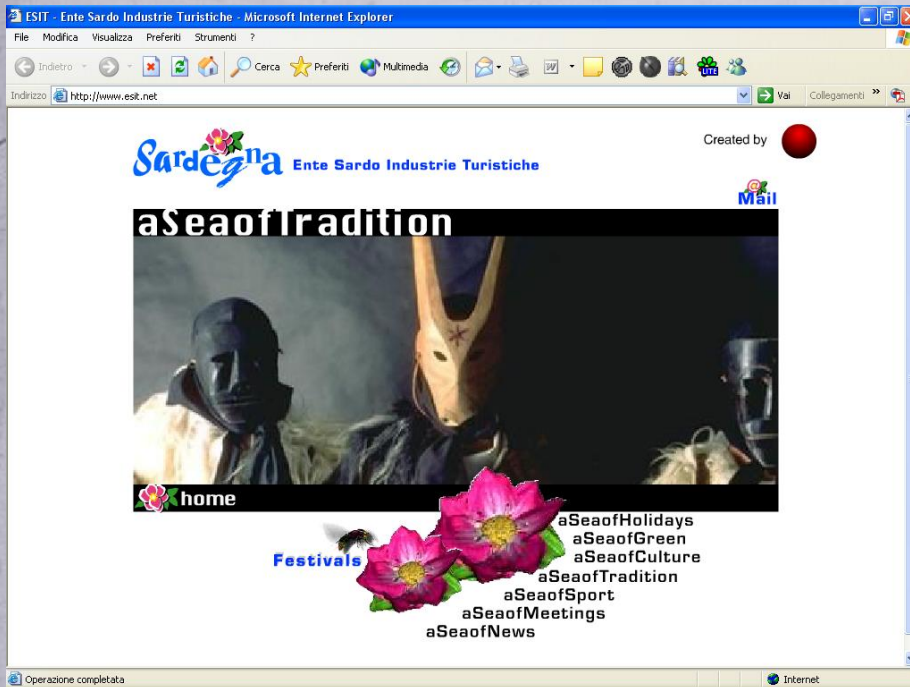
At the Cranta Enoteca you can find the best wines.
 Selection of regional, national and international wine: white, champagne, sparkling wine,勃艮第, vintage, pink, classic with some, exotic. A suggestion: it's possible to look on-line www.crantaenoteca.it, you'll find the complete list of wines and of the tag numbers which are all available in the wine label and the price list.
 The gastronomic products can be sent both to Italy and abroad, also by gift boxes. Note: prices include VAT and the charge which are not of Europe, there is a TAG 1902 service available, which allows to recover the cost only.




Websites



www.sardegnaturismo.it/en





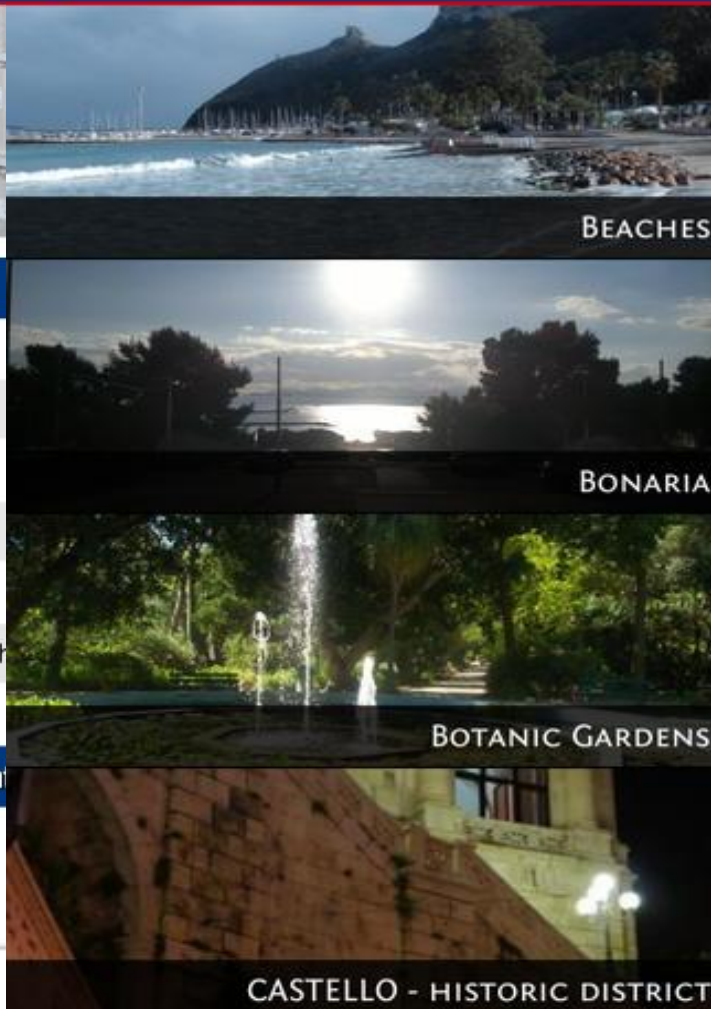
Apps: Cagliari

Carrier 10:1 3 ITA 3G 16: 3 ITA 3G 16: 3 ITA 3G Carrier 10:11 AM



CAG **VI** **PLACES OF ART** **ARCH** **GALLERY**

- Places of art and Archives
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- Places of history Collections and p
- Places of leisure Cultural centres
- Places of memor Deconsecrated ch
- Places of nature Meeting, Incentiv
- Museums
- Theatres
- University of Cagl




- Info
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- Related points of in
- Villanova district



Cagliari 2

●●●● 3 ITA 3G 12:27 6 ●●●● 3 ITA 3G 12:3 Carrier 10:11 AM

CHURCH OF SAN GIUSEPPE CALASAN... CHURCH OF SAN GIU



Description

the church, is still possible to date back to 1777 , by the s Franco , in polychrome marl pulpit date back to the same ,on the right side, contains c dropped on the College in 1 the French, who tried to com accompanied by a commer event. The vestry is decorat wooden furniture and mural: foundation of the Scolopi's c

Summary

It was built between the 17th and the 18th cen the Baroque style by the Piarist Fathers, as th of arms above the portal testify. The church k one of the bombs dropped on the nearby Boa School during the French siege of 1793.


Description

The church is flanked by the vast complex of College of Scolopi , which now houses the Ar Lyceum. The renovation began in 1663, after release of the buildings used as places of wor

Info


Address

Locality

 Add Contact

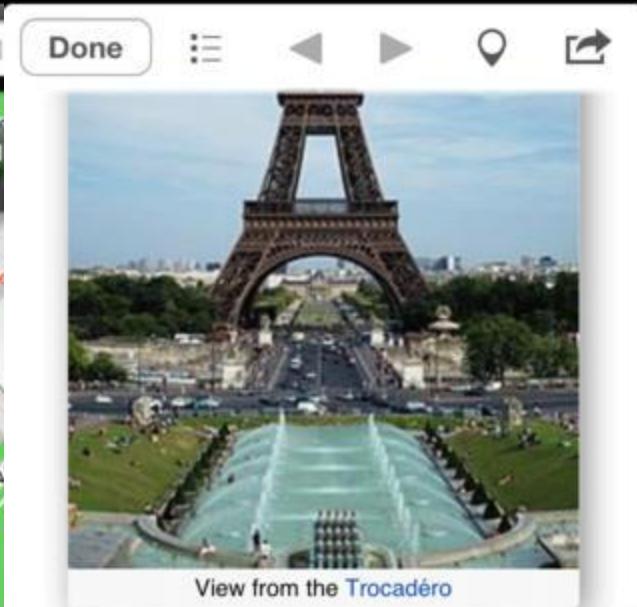
Related points of interest

Old Way of the Cross



1 of 4 1 of

City maps 2go



The Eiffel Tower (French: *La Tour Eiffel*, [tuʁ ɛfɛl], nickname *La dame de fer*, the iron lady) is a puddled iron lattice tower located on the [Champ de Mars](#) in Paris, France, named after the engineer Gustave Eiffel, whose company designed and built the tower. Erected in 1889 for the entrance to the 1889 World's Fair, it has become both a global cultural icon and one of the most recognizable structures in the world. The tower is the

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Let's analyze this TT

Historically, saffron has always been cultivated for several reasons, not just culinary. It served, in fact, wealthier people to color the robes of yellow pigment for works of art or as a bargaining chip. In the Middle Ages is said to be cultivated by women in the vessels and also in the gardens to supplement income. The cultivation of saffron (*Crocus sativus*), a purple flower from which it derives this precious spice, has developed strongly in Spain and to follow in India and Greece. In Italy, where it is recognized qualitatively superior to that of import for the cultivation and drying methods are more accurate, has one of its best expressions in Sardinia, with an area equal to 75% of the national total. The area of the island best known for the cultivation and production of this spice is one of the Middle Campidano, given the Italian capital of saffron. Here, the local farmers, with their long-standing experience, get a high quality product, from its characteristic color is called red saffron stigmas of Sardinia or even "gold of Sardinia. Harvesting takes place during the period from mid October to the end of the month and is done exclusively by hand in the early hours of the morning when the flower is still closed to avoid damaging the precious stigmas.

Tourism Communication



Thank you!!!
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