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Mediating India: An analysis of a guidebook

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Abstract

The paper presents a semiotic analysis of the most popular of the guidebooks to India, published by Lonely Planet. An analysis of this text and accompanying photographs reveal an emphasis on India's "past glory" and "exotic present". Furthermore, indigenous Indians are present in the text either as middlemen providing tourism services or as tourists, objects of tourist sightseeing interest. In this regard, the analysis concludes that this guidebook serves a primary function as mediating tourists' experiences in India in ways that reinforce both certain images of India and certain relationships with indigenous inhabitants

Résumé

La médiatisation de l'Inde: l'analyse d'un guide touristique. L'article présente une analyse sémiotique d'un des guides d'Indes les plus connus, publié par la maison d'édition Lonely Planet. Une analyse de ce texte et des photographies qui l'accompagnent révèle l'importance de la "gloire passée" et du "présent exotique" de l'Inde. En plus, les habitants de l'Inde sont présents dans le texte

exotique de l'Inde. En plus, les habitants de l'Inde sont présentés dans le texte soit comme des intermédiaires qui fournissent des services aux touristes, soit comme des objets d'intérêt pour les touristes. À cet égard, l'analyse conclut que ce guide est bien utile à médiatiser les expériences des touristes en Inde tout en renforçant certaines images de l'Inde et certaines relations avec les habitants indigènes.



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Keywords

tourism guidebook; semiotics of tourism; host-guest interaction; tourism in India

Mots-clés

guide touristique; sémiotique du tourisme; interaction hôte-client; tourisme en Inde

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