

Tourist Activities in Multimodal Texts: An Analysis of Croatian and Scottish Tourism Websites

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M. Nekic, Melani Neki? : Tourist Activities in Multimodal Texts: An Analysis of Croatian and Scottish Tourism Websites before purchasing it in order to gage whether or not it would be worth my time, and all praised Tourist Activities in Multimodal Texts: An Analysis of Croatian and Scottish Tourism Websites:

The book is devoted to the analysis of promotional material of tourist activities on tourism websites, including walking, dining, and visiting natural and cultural heritage sights, as instances of multimodal texts through a case study of Croatian and Scottish tourism websites.

“I would recommend this book first and foremost to those who are seeking models to carry out multimodal and semiotic analyses. ... readers will find in this book relevant and up-to-date reading matter with which to venture into the promising field of multimodality. In sum, this publication is a very useful addition both to studies in promotional tourism discourse and to the burgeoning field of multimodal studies.” (Miguel Fuster-Marquez, *English Text Construction*, Vol. 8 (2), Winter, 2015)

About the Author Melani Neki? has completed her doctoral studies at the Justus-Liebig University (JLU) and the International Graduate Centre for the Study of Culture (GCSC) in Gießen, Germany. Currently, she is a Language and Communication Trainer and Lecturer at diverse companies and educational institutions in Germany. Her research interests revolve around functional linguistics, social semiotics, multimodal communication and tourism studies.