

SIN NOVEDAD EN EL PARAÍSO. EMOCIONES, TERRORISMO Y TURISMO

Confronted with the uncertainty and fear caused by terrorist attacks, agents of the tourist activity react in various ways. The repression of emotions, the introduction of prevention measures that could stop new episodes of horror as well as the concern of the population and holidaymakers depend essentially on subjective factors. Does the discursive construction of the feelings raised by the image of the destination and by the momentary disruption of certainties of well-being lead to a modification of the brand image and of the perceived image of these spaces? We analyze in the speeches of the media and the social networks the emotional contents after a terrorist attack.