THE DISCOURSES OF TRAVELERS PHOTOGRAPHY
Curitiba in Tripadvisor

Cynthia Menezes Mello
José Manoel Gândara
Universidad Federal do Paraná
Curitiba, Brasil

Among contemporary social manifestations traveller photos on social networks, photographic
and sightseeing recommendations that capture thousands of followers’ sites mentioned. Currently
for tourists is not enough to travel and photograph but need to show and share the experience. This
study sought to understand and analyze the effects of the visual discourses of travel photographs
posted by TripAdvisor tourists during the 2014 FIFA World Cup, on the tourist attractions of Curitiba.
It has qualitative and exploratory in nature and is based on input from Ferrari (2013) on
photographic discourses embodied in tourist magazines. The photographs chosen for this study
were examined from the perspective of visual semiotics by Pietroforte (2008; 2010). As a result it
can be noted that photographs of Curitiba posted on Tripadvisor produce exciting visual discourses
with different possibilities of experience in the attractions. These photographs [re] produced
affectivities and tend to cause effects senses and project observers in future tourism experience.
The analyzed photographic discourses orchestrate contemporary political, social, cultural, and
economic values building lifestyles and consumption.

KEY WORDS: tourism, photography travelers, photographic discourses, TripAdvisor, Curitiba -
Brazil.