

NEW TRENDS IN TOURISM? FROM GLOBALIZATION TO POSTMODERNISM

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Abstract:

Tourism, as any other massive phenomenon has suffered a deep change tightly linked to social change, where internet and social media are playing an important role. Tourism has changed both in form and contents. While in the past tourism was some kind of elitist activity (high cost and culture) nowadays it has become a mass tourism/entertainment (low cost and culture) that, though fragmented, is presenting new trends within the tourism/travel industry and leisure activity all over the world where Europe is not an exception. From a quantitative perspective, an overview of the international new and traditional tourism trends are presented in this article. This new tourism is turning into a new social phenomenon in complete transformation, where outbound travel market is offering new possibilities for emergent countries, and where new forms of tourism are appearing, supported by a flourishing tourism/travel industry. From the qualitative point of view, this paper brings into consideration some of the conceptualization trends that were and are present all along tourism history: Post-Fordism, Globalization, New Age, Internationalization, Post-Modernism, Ecotourism, Sustainable Tourism, MICE, amongst others, where some values like authenticity, hyperreality, ephemerality or sustainability must be taken into account.

Keywords: Tourism, new trends, globalisation, postmodernismo

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¿NUEVAS TENDENCIAS EN EL TURISMO? DE LA GLOBALIZACIÓN A POSTMODERNISMO

Resumen:

El turismo, como cualquier otro fenómeno masivo, ha sufrido un cambio profundo estrechamente ligado a los cambios socioculturales, donde Internet y las redes sociales están jugando un papel importante. El turismo ha cambiado tanto en su forma como en su contenido. Mientras que en el pasado el turismo era algún tipo de actividad elitista (de alto coste y nivel)), hoy en día se ha convertido en un turismo de masas/entretenimiento (de bajo costo y nivel) que, aunque fragmentado, presenta constantemente nuevas tendencias dentro de la industria de turismo y de ocio en todo el mundo, y Europa no es una excepción. Desde un punto de vista cuantitativo, este artículo presenta una visión general de las tendencias internacionales, nuevas y tradicionales, del turismo. Este nuevo turismo se está convirtiendo en un fenómeno social en transformación completa, donde el mercado de viajes al exterior está ofreciendo nuevas posibilidades para los países emergentes, y donde están apareciendo nuevas formas de turismo, con el apoyo de una industria de turismo y viajes floreciente. Desde el punto de vista cualitativo, este trabajo pone en consideración algunas de las tendencias de conceptualización presentes a lo largo de la historia del turismo: El postfordismo, la globalización, la Nueva Era, la internacionalización, el postmodernismo, ecoturismo, turismo sostenible, MICE, entre otros, donde algunos valores como la autenticidad, la hiperrealidad, lo efímero o la sostenibilidad, deben ser tenidos en cuenta.

Palabras clave: Turismo, nuevas tendencias, globalización, postmodernidad

1. OVERVIEW OF PRESENT INTERNATIONAL TOURISM

KEY TRENDS

Tourism Industry is nowadays one of the economic sectors resisting better the global crisis. From a quantitative perspective, and in general terms, Tourism/Travel Industry is growing increasingly all over the world, according to the UNWTO World Tourism Barometer⁴, where the Overview of key trends reports that in 2013, a total of over 100 countries around the world, including most major destinations, have reported yearly data on international tourist arrival for 2012, proving this trend.

International tourism receipts grew by 4% in real terms in 2012, hitting a new record of US\$1,075 billion worldwide (euro 837 billion). This was mirrored by the growth in international tourist arrivals, which also advanced 4%, and confirms the strong correlation between the two key indicators used in monitoring international tourism trends. By region, Asia and the Pacific, the Americas and Africa all saw firm growth at 6%, while Europe recorded 2% growth. Receipts in the Middle East were still down (-2%) due to the continuing political turbulence in the region, but still experienced a relative improvement compared to the decline in 2011 (UNWTO, 2013: 5).

Hospitality sector reports that both Europe and America occupancy rose 2%, as well the average daily room rates (ADR) and revenue per available room.

From a qualitative perspective, some new important trends have to be taken into account in order to depict and predict the 21st century tourism:

- Chinese, Brazilian, Indian, Russian Outbound Travel Market are some of the fastest growing countries, and consequently becoming increasingly important markets in the world, where it is crucial to know destination choice, purpose of travel, spending, holiday activities and market segmentation as well as the use of the internet and social media.

- LGBT Tourism. As the global visibility of the Lesbian, Gay, Bisexual and Transgender (LGBT) community increases, there has been a steady interest in attracting this community as a consumer group, a trend which is particular evident and significant in the travel industry.

- Food and wine tourism (F&WT). As a part of cultural tourism (Tresserras & Medina, 2007), F&WT is beginning to be established as a basic cultural product with its own market, boosted by the continuous development of the tourism sector and its need to diversify.

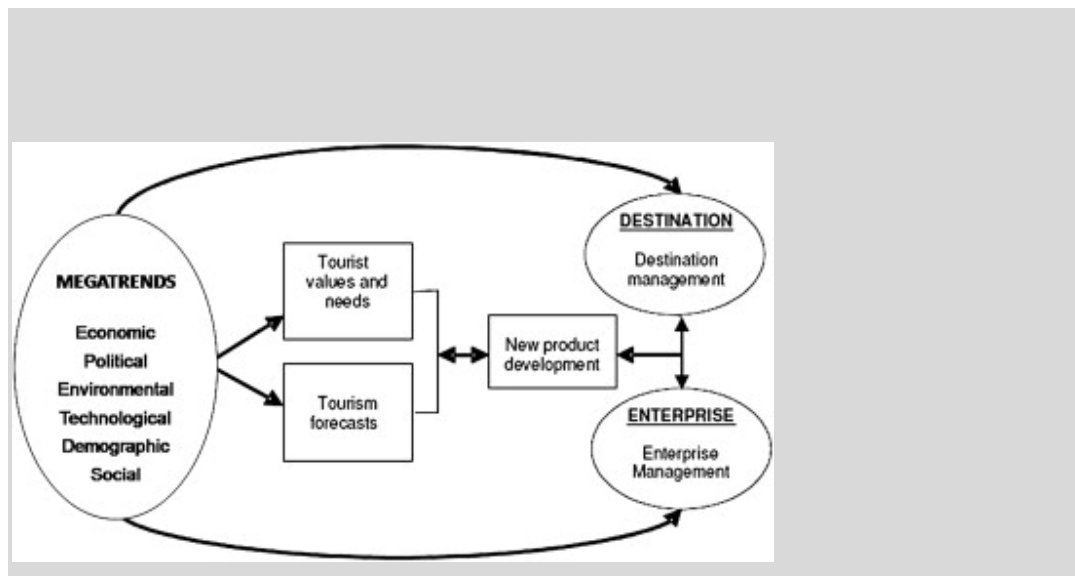
- The international/general tourism management is nowadays preoccupied not only for quantitative key trends in tourism, but also for megatrends, as they involve world tourism phenomenon, from many perspectives: economic, political, environmental,

⁴ http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights13_en_lr_0.pdf

technological, demographic and social, like Dwyer et al. (2009) show in Fig. 1. At the same time, new values and products are appearing and changing the physiognomy of international tourism.

The tourist mind is in constant change and demands new tourism products that are reshaping the tourism trends that have to be identified and redefined. Dwyer et al. (2009) argue that in a world where the travel global trends can be identified to some extent, their influence on tourists' destinations and tourism organizations (public and private) can be established. The challenge for tourism stakeholders in both private and public sectors is to account for these changes, in a proactive way, with the aim of achieving and maintaining competitive advantage for their organizations.

Figure 1. Tourism Megatrends



Source: Dwyer, L. et al. (2009).

The meaning of new forms of tourism is as relevant as unpredictable. Mowforth & Munt (2008:96) deem that published data on the increase in the importance of new forms of tourism are difficult to be previewed. Where they exist, they do so for specific sites, parks, or tours, and their overall significance in the tourism industry is still difficult to measure.

Our effort comes, precisely, to contribute to prefigure some tourism forecast and new trends, where tourism governance is a vital component of the global tourism system. For Cornelissen (2005:134), governance takes place at various overlapping levels –

subnational, national and global – and at various stages of the production process itself. Regulatory bodies and the rules they propose may have a direct and indirect effect on the tourism production system.

2. THE GAP BETWEEN ANCIENT AND NEW TOURISM

Tourism, as a general business activity is not excluded from critical situations. Either from a personal or financial perspective, tourism is a social phenomenon not only sensitive to financial crisis but also to conflicts. No matter if they are individual, national or international ones (Gómez y Patiño, 2012), they all can affect tourism at a personal or collective level.

Tourism is also sensitive to the economic value of particular and different country currencies, as these money fluctuations can favor also tourism mobility, modifying its destinies according to the beneficial money exchange applied in the destination currency compared with the one of origin country.

On the other hand, whereas ancient tourism was usually reserved for socio-economic elites, the present day tourism, either mass or global one, has been democratized to such an incredible extent, that in the 21st century, tourism is any more a luxurious experience but a generic/popular necessity for any citizen of the civilized world (emergent countries included: Brazil, India, China, where outbound travel industry is constantly growing).

According to Hall (2004) tourism is sustained within the changing circumstances of any given society, meaning that, if circumstances change, tourism will also modify its processes. As a consequence, evolution will operate in tourism trends and society, simultaneously. Though tourism is a global phenomenon, and according to Hall (2004:41): “the conjunction of European economic and political convergence, and the leisure search for new experiences and products, provides a potentially wide range of contexts for the interweaving of national imaginary and the promotion of tourism”. He adds that the two essential components of tourism’s transformation are:

- Equilibrium: the extent and nature of the structure and spatial balance between tourism development and its context, and
- Dynamism: a process of continuous change whereby the equilibrium of these relationships is far from being static but reflects change, tension and even conflicts (...) within the tourism industry and its wider societal context.

Given for granted that these two essential components: equilibrium and dynamism are present in most western countries, some new concepts are crucial for understanding the new sense and meaning of tourism phenomenon and industry”.

Needles to say that tourism sector has created employment everywhere. As per Lucas (2004:27-28): “the importance of tourism employment varies among counties,

some of them showing rapid employment growth, e.g. Spain, where tourism employment increased by 24 percent in the 1990s, though, in some countries, including industrialized ones, there is a high proportion of unpaid labor, reflecting a large number of small entrepreneurs and their non-remunerated family members.

3. DEFINITIONS OF TOURISM CHANGING CONCEPTS

As stated before, tourism has changed as much as society has done, and different currents and trends have come to our days in diverse shapes, from Post-Fordism, Globalization, Postmodernism, New Age, Internationalization, MICE, Ecotourism, Fantasy Tourism, Heritage Tourism or others, where some concepts have also come the tourism space to illustrate the new tourism according to new lifestyles and to the technological innovations being implemented these days.

3.1 On Post-Fordist Tourism

Post-Fordist tourism is represented by a tourism movement from the traditional mass tourism 'sun-and-beach' resorts to diversified tourism commodities. This mass tourism needs to create special environmental, cultural and social landscapes, mostly in city landscapes or their surroundings. In any type of Fordist tourism, either pre- neo- or post-Fordism, it is referring to a new type of mass tourism consumption (Urry, 1995) linked to more individualized or specialized tourism products with different nuances, where some flexible specializations or market segmentations can be found.

3.2 On Tourism globalization

No doubt that some technological components (TIC's) like internet, social media, on one side, and low cost travels, on the other, have democratized the tourism/travel industry. Tourism is such a globalized social phenomenon only comparable to the use of internet.

Our planet is globalized. In this world context, Wood (2007: 487) declares that "contemporary globalization is distinguished by the intensity of global processes, by the density and immediacy of global networks, and by the contingency of global connections in a competitive global economy".

Though globalization, like any other social, politic or economic current has its followers and opponents, it is as real as unavoidable phenomenon all over the world, Perrons (2004) makes mainly superficial references to rural areas only.

Being globalization, one of today's most controversial issues, can be defined according to Hjalager (2006) as the increasing integration of economies, societies, and civilizations. It includes, and goes beyond, the more simple internationalization defined as relations among and within nations. Globalization is a restructuring process that is acting anywhere and affecting all aspects of human life: from capital through political collaboration, to the flow of ideas. It also includes environmental pollution, criminal behaviour, disease, and terror. Travel and tourism are among the many causes and results of globalization processes.

Globalization has changed the face of tourism. But as stated by Shaw & Williams (2004: 274), it has not annihilated space but has led to the emergence of new forms of agglomeration economies centred on knowledge creation.

The European Travel Commission (ETC, 2006) declared that globalization would strengthen the role of the 'global nomads' or these who have set up home and life in different countries from those in which they were born. This, on turn, would stimulate Visiting Friends and Relatives (VFR) travel. Temporary migrants, such as international students, would have the same effect. OECD figures show that Europe already hosts 600,000 foreign students, and these numbers are growing at 5% a year.

'Global nomads' and 'temporary migrants' are new terms for different categories/types of tourists/travellers. Tourist profile should be redefined or reshaped. That is the reason why Cohen (2004:23) suggests his categories in accordance to the particular characteristics being involved:

"A tourist is a voluntary, temporary traveler, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip."

Being the dimensions of role, the following ones:

- 1) Permanency (wanderer, tramp, 'nomad')
- 2) Voluntariness (forced (exile, refugee, prisoner-of-war, slave)
- 3) Direction (one-way (emigrant) round trip, (relatively short: tripper, excursionist); relatively long :
- 4) Distance
- 5) Recurrent: (week-end, house owner, summer house owner); non recurrent: instrumental: (business, traveler, guest-work...)
- 6) General purpose. Non-instrumental: student, family visitor...)
- 7) Specific purpose: novelty and change: tourist

Globalization could be considered like a gradually evolving and overwhelming social, politic and economic process, where tourism models and concepts could be used to illustrate the scope of implications and involvement in International transactions. Globalized tourism needs a complex network of dynamic and balanced interactions across borders to solve the new requests and questions that tourists demand in 21st century tourism.

3.2. On New Age Tourism/Alternative

New Age tourism is mainly based on identity and self concepts. That is the reason why destinations offer a variety of self development activities and experiences ranging from alternative therapies to self development workshops, and from intellectual courses offered by visiting scholars to art and craft production and alternative lifestyle courses all of which can and have become a tourism commodity, as suggested by Sutton & House (2002)

Tough the term “New Age Tourism” is rather ambiguous, Sharma (1992:222) observes that it describes: “... a rather broad group of contemporary movements, therapies and quasi-religious groups which have in common a concern with personal self-realisation, liberation or fulfilment.’ These rather heterogeneous groups of movements, therefore, are linked by their concern with the self, whether this is an ascetic or hedonistic fashion or indeed a mixture of both. Some of these movements explicitly draw upon the spiritual traditions of the East or other non-European cultures and most renounce to the Cartesian mind-body dualism which underpins the enlightenment notion of the person”.

In fact, New Age Tourism could be easily situated within the scope of alternative tourism. Being alternative tourism nothing but a rejection of the classical approach to Fordist ‘mass’ tourism, that looks for an innovative, specialized, post-fordist style which has been figured by the practices of counter cultural movements. This kind of tourism offers activities and experiences with an important manifestation of a growing preoccupation with the self (identity tourism). It can also reflect a broad ideological spectrum and constructive “host and guest’ interactions, for instance. It could be considered an inflection of the different ideologies linked to counter-cultural movements. Anyway, it is a market niche where attention must be paid.

3.3. On Tourism Internationalization

Most important social movements are related to innovation. To this point, Williams & Shaw (2011) consider that internationalization can be understood as a form of innovation. Competitive pressures drive innovation, and tourism firms to operate in international markets in order to seek competitive advantages and benefits, either in terms of factor costs or market access.

Though internationalization and innovation in tourism are interwoven, with few exceptions, the respective literatures have remained unengaged with each other. Furthermore, even if this form of tourism also consists of a commercial transaction, the consumer is not only purchasing a tangible product, but also the possibility of a fantasy, adventure or exotic life and even a sacred experience (Graburn, 1989; MacCannell, 1976).

3. 4. On Post-modern Tourism

The discourse of postmodern tourism consists, according to Robinson et al. (2011:51) of: “compromising statements and stresses to the multiplicity of tourist motivations, experiences and environments, thus going a step beyond modernist propositions regarding the variety of tourist experiences and the importance of authenticity.

Among postmodern tourism scholars, two theoretical frameworks are of importance: ‘simulational’ and ‘other’ postmodern tourism. The former follows Boorstin’s idea of pseudo-events and focuses around ‘hyperreal’ experiences in simulated, themed or recontrived attractions as postmodern environments. The ‘other’ postmodern concept of tourism follows the argument of MacCannell in regard to the quest for authenticity and the ‘real’ identities the growing appeal of the ‘natural’ and the countryside as postmodern expressions”.

The postmodern tourism, affirms Sarup (1996:97) is characterized by a ‘preoccupation with identity’.

These two visions of Post-Modern tourism are not so far away from the conception of New-Age tourism, where the preoccupation with identity or personal experiences with some sacred realities were also present. The difference is basically established on a question of nuance and their roots. The social-counter-movement might be stronger for New Age Tourism.

The postmodern may be defined, according to Huyssens (1990:335) as “a slowly emerging cultural transformation in Western societies, a change in sensibility” which is a component that can be added to the former ones, changing also the form of it.”

In post-modern tourism, there is a desire for instantaneous truth and authenticity that following Harvey (1990:292) has resulted in a playful nostalgia for the natural and the sacred. There is a sense of a pilfering from history and pre-modern culture in order to experience the idea of a lost golden age.

For Harvey (1990) the postmodern preoccupation with the identity is, partially only a consequence of the intensification of time-space compression.

It has to be admitted that from the latest decades of the 20th century to the first one of the 21st century, the experience of time and space has been modified precisely as a result of the ameliorations and innovations in technologies, communications, and

transports, which has resulted in a huge acceleration in production and consumption processes. This acceleration is not only visible in consumption of products but also of services, entertainment, commodities, spectacles, etc. and what is still more important, the consumption of beliefs, rituals, symbols, images and ideas.

3.5. On Eco-Tourism

Although often equated with nature tourism, Martha Honey (2008:4) suggests that ecotourism strives to respect and benefit protected areas as well as the people living around or on these lands. She adds that Ecotourism has been hailed as a panacea: a way to fund conservation a scientific research, protect fragile and pristine ecosystems, benefit rural communities, promote development in poor countries, enhance ecological and cultural sensitivity in environmental awareness and a social conscience in the travel industry, satisfy and educate the discriminating tourist and, some claim, build world peace.

3.6. On Sustainable Tourism

Sustainable tourism is a real possibility that provides beneficial economic resources for any stakeholder: social, environmental or financial ones, that according to Mowforth & Munt (2009:18): “is the new notion for sustainability that, at its most strong basis, encapsulates the growing concern for the environment and natural resources, though has also had increasing resonance in social and economic issues”.

As in 21st century, any kind of tourism must be always and necessarily “sustainable”, more than a type of tourism, “sustainability” could also be considered like a tourism value, one of the most omnipresent values, as explained in point 4. The sustainability criterion incorporates environmental, social and economic elements and therefore includes criteria referred to specifically in some definitions, such as conservation and community benefits (Beaumont, 2011: 135).

3.7. On MICE Tourism

This is a type of tourism that, according to the UNWTO definitions, serves to highlight purposes relevant to the meetings industry. A trip’s main purpose is business/professional can be further subdivided into “attending meetings, conferences or congresses, trade fairs and exhibitions” and “other business and professional purposes”.

The term *meetings industry* is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) over the acronym *MICE* (Meetings, Incentives, Conferences and Exhibitions) which does not

recognize the industrial nature of such activities. For Mistillis and Dwyer (1999), MICE tourism has a specific interest and potential, since it may work as a powerful and useful leverage for economic development, in the form of business connections, chances for continuing education and training facilities.

3.8. On Heritage Tourism

By discussing examples from a wide variety of venues, including casinos, malls, and specially heritage developments and theme parks, Hannigan (2000) traces the rise of urban entertainment at the beginning of the 20th century, its decline after World War II to its surprising renaissance in the 1980s and 1990s. He offers provocative insights into urban development from structuralist, cultural and constructionist perspectives.

Focusing on the positive aspects of Heritage Tourism, it contributes to create a pride of belonging to some particular, territory, country or history, as well as to learn more about the history of the simulated/visited heritage site. Though it does not offer the vision of a museum, is participating of part of its philosophy, if commoditized or not, that is a question of economic interests.

There are also particular interests and control on it. Waters (2006:viii) says that: “each plan encodes specific social and political interests in its native (...) commonality among all the plans in almost one of them were executed: over the past five decades, very few actual changes have been made to the physical structures at Port Royal. As a result, each plan has projected its own vision of commemorated past on virtually the same historical ruins. (...) they highlight the degree to which social and economic elites attempt to control historical narratives to support their own interests, as well as the ways that relatively less powerful groups challenge these narratives with counter-narratives of their own”.

Otherwise, MacLeod (2010:65) suggests that given the relevance of history and identity for communities worldwide, as well as the necessity to make money, the production of heritage is a sensitive, serious and valuable activity, but an activity that is permeated with ambiguity, complexity, superficiality, egocentricity and ethnocentricity in its practice. If authenticity must be sought and achieved, should egocentricity and ethnocentricity put aside?

3.9.Fantasy Tourism

Some urbanists, politicians, city planners, sociologists and architects are all interested in creating a new look out of the grey cities everywhere. The USA city model is expanding its influence, and many cities nowadays are trying to find what is being called “fantasy look tourism” or simply “fantasy tourism”.

In fact, John A. Hannigan (2000) describes how American downtowns show how the growth of the fantasy city reflects an ongoing search for risk-free mass entertainment by middle-class consumers. Immerse in a process of de-industrialization and cutbacks in public spending, American downtowns are reinventing themselves. The best illustration for it is the image of Disneyland and Las Vegas. Fantasy City looks are the new-modeled face of the city. Cities have a new meaning for its citizens and for the future of urban development. On his opinion, America's central cities more and more begin to resemble theme parks. Apparently, they seem to have brought a new energy and hope to the urban landscape. Economic benefits for the surrounding residents and merchants could be welcome. While small and local communities struggle to maintain their distinctiveness even as they embrace the commercial fantasies offered by global entertainment companies, big cities are growing more and more similar one to each other, where a risk appears, that has been suggested by Hannigan. Drawing on extensive material from business, cultural studies and urban planning, he shows that the growth of the fantasy city is initiating not only the arrival of a new urban space, but also the eventual destruction of the "inner city".

The advent of Fantasy City has not been realized without controversy. According to Hannigan (2000:4-5): "proponents, largely located within the development and entertainment industries, consider this model as a key urban growth area of the future. If there is a risk of inner city destruction or no distinctiveness among cities, this is a question of research for sociologists more than a question for politicians, city planners or commodities owners.

3.10. Commoditized Tourism

In this type of tourism/leisure, an important feature is a tendency to the commoditization of tourism and leisure services. As per Sharma (2005:175), "leisure and tourism enterprises tend over-time to bring into the market products or services which traditionally were met outside the market. (...) Larger numbers of guide books and leisure wear items are being produced for walkers and motorists. One notable aspect of this has been the commoditization of place. Beaches or areas of countryside (...) may be purchased by private capital, and access to them may be commercialized. Where it is not possible to control access to site –such as historic city- it is still possible to commoditize the experience of place.

The commoditization process is significant in several ways. It can lead to restricted social access (predominantly by income), to leisure, or tourism resource. Alternatively it can generate increased flows of visitors which may lead to improve accessibility to the place by both public and private transport. Commoditization can generate the income to help conserve an important site, (...), or it can lead to the construction of material facilities, as at Niagara Falls, which detracts from the intrinsic value of the place. Commoditization, and in particular the introduction of private ownership into tourism and leisure services also increases the potential for ownership of particular may be acquired by large, diversified multinational corporations, the interests of which may not coincide with those of local communities."

Linked to these trends in international tourism, some special terms or values qualifying tourism activities have to be taken into account and studied, as they are modifying the meaning of tourism, as far as these terms are associated with different tourism activities and currents.

4. NEW TRENDS IN TOURISM: INHERENT VALUES

No matter the name, denomination or titles for future trends in tourism. The central and important idea is that, however it can be called, future tourism must have implicit and intrinsic values, that are demanded by the 21st. century tourist. Some of these values are described here. If not all, many of them must be taken into account for re-shaping the right image of present and future tourism.

4.1. Sustainability:

“Sustainability” is possibly the tourism value that is or must be present in any tourism activity, type or idea. For presenting an extract of it, one of the most accepted paradigm is the one known as the Triple Bottom Line (Elkington, 1994) and it works from three different points of view, i. e: economic, environmental and social fields, which in fact is the accountability that any company, institution or organisation should render.

Also relevant is the Krippendorf’s approach (1999), which embraces some form of environmentalism, community values takes the notion of social responsibility seriously. From these two perspectives or others, sustainability is one of the most incontestable intrinsic values of globalized tourism, even if some authors (Sharpley, 2006; Beaumont, 2011) doubt about the existence of a distinct ecotourist market, and even authors like Moscardo. & Murphy (2014) are questioning the existence of sustainable tourism (which ignores the negative impact of tourism) proposing tourism as a tool for sustainability, among others.

4.2. Authenticity:

The perception of authenticity is related to ‘original’ objects and subjects, places and people, services and events (Sedmak & Mihalic, 2008). Tourism authorities link the concept to the legend: ‘official heritage’ in an attempt to create some kind of credibility and quality label around the proposed theme. From the philosophical or sociological point of view, it is really complex to determine real authenticity. In this sense, Urry (2002:9) asks: “Is there an objective authenticity? Nothing remains static, everything is in permanent change. What the difference is between an ‘apparently inauthentic staging for the tourist’ and the ‘process of cultural remaking that happens in all cultures anyway’?”

An unquestionable response is difficult to find. But sometimes, the tourist's intuition is bigger than philosophical or anthropological reasoning arguments.

4.3. Reality/hyperreality:

Reality is related to authenticity, while, according to Eco (1986:7) the process of hyperrealisation is the construction of something more than real (...), because it is the direct object of perception. Nevertheless, according to Baudrillard (2007:2), "the real is substituted by simulation", whereas simulations produce "hyperrealities".

These two perspectives force the tourist to have his own perception. The difference is marked by the focus nuances. Both construct the complete vision of it. If more than real is hyperreality, and simulations produce hyperrealities, a simulation could create a perception of more than reality. If the syllogism works, simulations, heritage or fantasy activities within tourism, could be as valid as authentic ones?

4.4. On Ephemerality:

The experiences that tourists live during their holidays are as real as ephemeral. Individuals try to capture an instant of glory, some memory for their own history, for their biographical story, and most of the times, they try to do it by means of photographs. Jenny Burman (2010:162) relates "ephemerality" with photography and cites West (2000) referring to a nostalgic desire to create a narrative of wholeness, capture the ephemerality of leisure time, and idealize a temporal world (compared to past childhood).

4.5. On incredulity:

Incredulity is on the surface of tourism. In some way it is the other face of a coin. Tourists look for authenticity. When they do not find it, they fall into incredulity.

In this sense, Panosso Netto (2009:56) asks some philosophical questions, which are: "What is the essence of tourism? What is invariable? Which are the attributes that must exist for us to say that something is tourism? The lack of answers brings imperfection to the concept and this is sometimes viewed with some incredulity and distrust in the productive and intellectual sectors. It also hints at a scientific deficiency in the epistemological basis of tourism".

5. CONCLUSIONS

Tourism must be understood within this framework of material and non-material relationships. There is a symbiotic one between them, which flows shaping escapes and vice versa, but being both subject to wider shifts in culturally influenced production and consumption. (Shaw & Williams, 2004:269-270).

It seems to be clear that tourism is not only sightseeing and entertainment. It has now acquired the status of a full fledged and widely acclaimed industry all over the world.

But we also know that tourism flows and structures are subject to commoditization and have to be seen in a framework of capitalist relationships. This does not mean that they are reduced to material relationships, as they also have to be understood in terms of culture and values, whereas the concept of tourism could be reconsidered as a tool for creating sustainability (Moscardo & Muryphy, 2014)-

Individuals, communities and places can contest the outcome of tourism trajectories, and their places in these. But in order to better understanding these opportunities and limits, it is necessary to loose the tense knot of relationships among places, between the national and the global ones, and between human agency and structural features (Shaw & Williams, 2004:276). Tourism is turning into a new social phenomenon in complete transformation, where new forms of tourism are appearing, and where travel market is offering new possibilities for emergent countries. In this sense, there is a need for further research to explore how tourists and host communities actually experience tourism, where complexity and diversity surrounding notion such as 'authenticity' should be reshaped.

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