

CULTURAL TOURISM ON A CHANGING PARADIGM

©António dos Santos Queirós

Centro de Filosofia. Faculdade de Letras da Universidade de Lisboa

Alameda da Universidade 1600-214, Lisboa Portugal

adsqueiros@gmail.com

Abstract

The main terms, such Culture, Cultural Landscape, Heritage or Cultural Tourism are not neutral scientific objects. They are academic constructions emerging in historical contexts.

The concept of “motivation” is consensual for understand and explain the nature of the tourism demand, but is sufficient? We think no. We need enlarging the hermeneutic of tourism with the concept of “taste”.

They are linked to a consensual paradigm.

This paper wants to discuss this conceptual framework, discovering at the same time if we are in presence of some anomalies, observe multiple, unexplained or unexpected events and if a rival paradigm emerges.

The second line of debate is about the connection between cultural tourism and tourism economy. Researching how is create and reproduced the capital of tourism and recognising the cultural values and products penetration in the tourism activity.

Their propose: Restructuring tourism for more competitiveness and productivity (and sustainability) meaning to offer new Route and Circuits integrating cultural heritage and patrimony of nature.

The third line want to discuss the idea of Cultural Tourism based on built heritage, views and lifestyle, as well as events and happenings, from a critical view.

Our goal will be to build a conceptual framework to design the identity of Cultural Tourism and different types of tourism. This theoretical framework must be the same. Those principles must be commons.

Our thesis is that those principles are the different organic structures and products. Different organic structures and products can to distinguish tourism cultural from tourism of nature; tourism of nature from rural tourism...and so one.

A new conceptual research framework emerges and a new tourism paradigm: Environmental Tourism.

Keywords: Paradigm. Taste. Economy. Types tourism. Circuit. Route

INTRODUCTION

The paradigm concept and the critique of traditional categories of Tourism

The general definition of paradigm comprises a "disciplinary matrix", a constellation of beliefs, values and techniques shared by a Community (Kuhn, 1962). The presence of some anomalies is not enough to abandon the previous paradigm. This only happens when, in the framework of phenomenological study, you can observe multiple unexplained or unexpected events and when a rival paradigm emerges. This does not happen suddenly. The paradigm remains stable when can increase the accuracy of their observations and assessments; and can be extend to study new phenomena; determine the values of universal constants; is competent to formulate quantitative laws which allow a better understanding of the linkages between the different phenomena; and create new processes to apply the paradigm into new areas.

But the recognition of the existence of two competing paradigms need that their researchers use the same conceptual framework, which, in the area of tourism, isn't easy, because there are a large proliferation about fundamental tourism concepts. Becomes imperative to make more universal the academic and scientific language tourism, to build the maximum consensus and rigor on the concepts operated in the study of tourism phenomenology.

In this research programme we will use the two methodological routes pointed by Lakatos, the negative heuristics, which let to reject the propositions about tourism already denied and a positive heuristics, which consent to build a new core of scientific propositions not falsifiable.

Tourism has been studied as an economic activity, from their products and businesses activities. But why are travelling peoples and for what? The WTO, from a conceptual model based on services and products offered by the market and in what appears to be the "motivation" and purpose of the various tourist segments, created a matrix of categories classifying their products and activities, the Tourism Satellite Account _TSA.

Our proposal was to study the evolution of this conceptual model services and products offered by the XXI century market evolution, classified in the Tourism Satellite Account.

We focused our research at Iberian market, considering the development and high quality of tourism data in Spain, and their significant ITA ranking and incomes.

In the first step of our research we found objective contradictions in the inquire results about the motivation for tourism traveling and the real activities do for the same international tourists in Spain. In this context, we want to give a contribution to build a new framework concerning the tourism phenomenology, adding the concept of "taste" to the concept of "motivation".

And develop the research route to categorize the complex nature of the tourism phenomenology.

Without depreciate the economic dimension of tourism activities and the theoretical progress achieved to understand the nature of tourism business, their apparent transformation in "industry" and to rebuild a sustainable tourism model, we depart from a critical perspective to that conventional matrix.

NEW CATEGORIES OF TOURISM PRODUCTS AND ACTIVITIES

Signs of crisis on the "model of sun and beach"

The activity of tourism through the Mediterranean basin is haunting by the phantom of the crisis of the "model of sun and beach" and the put in question of the hedonistic paradigm of travelling and leisure.

In recent years, the optimism returns: hotels and resorts added extras or even alternatives to this model, new types of animation and cultural tourism and ecotourism products, designing a kind of matrix redeeming.

However these designations proliferated without consensus about those conceptual definitions built on scientific foundations and technically gauged by tourism economy.

What are cultural tourism and tourism of nature (ecotourism?) and how we can distinguish the different "categories" or types of tourism?

And what are the principles, scientific and economic, that shall obey the Tours and Circuits making off, which also proliferate without rules or contours, set?

And, in this context, what is the validity of traditional guides, packages and agents mediators? The offer of the Chains of Values_ hotels, restaurants, merchandising, animation, transport and mediation, needs to incorporate new products and even other values?

Finally, what is the historical assessment of heritage and cultural landscapes, scientific, literary and artistic tradition, to distinguish the tourist identity destination?

The result of this vagueness, it is in many occasions, a confusing and imprecise amalgam of concepts and products, where mingle tourism, culture, sociology, anthropology, heritage, and in another plan, the economic inefficiency.

Because is always the same question: how to increase the residence time of tourists? How transform the excursionists in tourists, increasing the level of consumption of quality products and satisfaction degree, which induces the promotion and return? How to increasing the productivity and sustainability of the "Tourism Industry", as the motor of global, synergic and sustainable development projects!?

What's happen in the tourism world under the iron hand of the modern market, analysed from the both sides, demand and offer, with the emergence of the society of knowledge and information, with their new middle class growing with more education and culture, a young people predisposed to the e-learning and a increasing segment of tourists who anticipate the middle-aged and retire? What's come about when tourists gain a new mobility through the international market, which has become at the same time more enlarged and closer, in reason of the increase of air transport and low cost flights, massive roads, quick railways and colossal sea transports?

What's turn out with the dissemination of information and communication technologies?

The conceptual framework of tourism as scientific object

In parallel, the tourism theory seems to touch only the surface of tourist phenomenon's complexity, in constant delay face the evolution of tourist praxis or focusing its

controversy and confrontation of ideas into the academic infield, fruitful but limited debate.

A theoretical labour that could detect, prevue and solve the conjuncture problems, the crises of the dominant tourism paradigm and the emerging of a new paradigm, will give more authority to the tourism academy concerning political and economic stakeholders.

Their scientific validation depends from the capability to transform conceptual framework into applied research.

Tensions between the business world and the public administration, financial, epidemic and environmental impacts and crises, new risks of wars and terrorism, ethical problems, needs to be includes on the conceptual framework of tourism research.

However, the conceptualization of the tourism phenomenon complexity and their dialectic of change and crisis remain obscure to many of the main actors and decision-makers, including ourselves, the researchers.

To develop the conceptual framework of tourism and trying to distinguish scientific concepts from common sense in the tourism language, we adopt here the conceptual structure proposed in the essay "Cultural Tourism and Heritage Economy":

"The whole scientific theory has as support a set of axioms. The methodology of scientific work consists in the development of these axioms for obtain from them "physical" consequences, in the case of tourism, to analyze his Phenomenology. That means, in the study of the evolution of tourism activity, which be able to explain and predict their results, through the practice of observation of those phenomena or experimentation of those processes.

With the propose designing the formal conceptual framework of tourism in accordance with the construction of a scientific hermeneutic, she should be able to establish a dialogical relationship between observation and mathematical concepts (in broad sense) and struggle hard to identify the phenomena that correspond to abstract concepts, elaborated by the research in the area of tourism." (Queirós, 2014:107)

It is obvious that the dimension of a paper should limit the research scope and the author must circumscribe the number of axioms.

We drive the theoretical development of the article in two directions: first, to the academic community, but also to political and economic decision-makers, seeking to demonstrate that we are in the presence of theoretical questions of vital importance for the progress of their governance and successful business.

Three axioms will be discussed:

_ There are emerging in the tourism market "strange phenomena", not explainable by the traditional laws of the market, indicating the emergence of a new paradigm of tourism!?

_ Therefore, these new phenomena affect the reliability of the Tourism Satellite Account and leads to conceptualizing new categories or types of tourism!?

_ What is the relevance of cultural tourism category in the new tourism paradigm?

Tourism has been studied as an economic activity, from its products and their businesses. But why are travelling peoples and for what? The WTO, from a conceptual model that is based on services and products offered by the market and in what appears to be the motivation and purpose of the various tourist segments, created a paradigm of categories and classified their products and activities:

Table 1. List of categories of tourism characteristic consumption products and tourism characteristic activities.

List of categories of tourism characteristic consumption products and tourism characteristic activities	
Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental service	7. Transport equipment rental
8. Travel agencies and other services	8. Travel agencies and other reservation activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism services goods	11. Retail trade of country-specific tourism characteristic
12. Country-specific tourism characteristic services	12. Country-specific tourism characteristic activities

Source: 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008)

This conceptualization, if appropriate to distinguish tourism services, doesn't make easily distinction about the products that are specifically consumed by tourists from those that are services provided to general society, like transport and cultural offer, for example. But, beyond that, not includes many activities that configure contemporary tourism offer and demand, far way Cultural Tourism, as Tourism of Nature (Ecotourism), Rural Space Tourism, Tourism of Idiom, Tourism of Congresses and Business, Tourism of Gastronomy and Oenology, Tourism of Sea and River, Itinerant Tourism Auto-Caravan, Tourism Long-Term Residential, School and Scientific Tourism, Sport Tourism and from Sport, Tourism of Gaming and Entertaining.

We propose two conceptual criteria to establish different typologies of tourism: differentiation from the categories of tourism by their specific and organic structures and by those distinct products of tourism. (Queirós, 2007)

A conceptual approach to the categories of tourism

1. **Cultural Tourism**, organized by the museums and monuments and their material and immaterial heritage and offer products (collections, visits), animation and events. Include tourism of religion.

The collections and exhibitions of museums, from the Louvre to the Prado, monuments and archaeological and historical sites, particularly those which are Human Heritage, festivals and celebrations with a value of identity, in the local, regional, national or international level, as the Theatre Classic Festival in Spain roman heritage, the celebration of Holy Week in *Castilla* or religious celebrations at Portuguese Fatima sanctuary. But also the architectural value of these structures and cultural landscapes, for instance, the Côa Valley Museum and Prehistoric Rock Art Sites in the Côa Valley and Siega Verde, the iconic attraction capacity of the architecture of Guggenheim Bilbao Museum or the monumental complex of the Alhambra in Granada.

2. **Tourism of Nature**, or Ecotourism, structured with parks and reserves, paleontological and nature interpretation Centres, in the context of cultural and “wild” landscapes, especially those who are classified by UNESCO as Word Heritage, discovering geodiversity and biodiversity, and cultural landscape diversity, offering products as observation of the birds and protects species...

Including “Health Tourism” with Health Spa and some sports of nature, like walking, climbing, canoeing, caving...skiing and rackets... motorised journeys ... shared with Rural Tourism.

3. **Rural (Space) Tourism**, organized from farmers, villages and rural hotels, using the products of *terroir*, eating, chasing, fishing... offering several “sports of nature”, like golf or rafting... equestrian activities or hang gliding... landscape promenades... and enjoying “functional food” (healthy food).

The accommodation at traditional home but also the discovery of humanized landscapes (cultural landscapes, the French “*terroir*” concept) and/or participation in the agriculture work cycles, associated with the “active tourism”: car rides, hikes, TT, horseback riding, hunting and fishing, and Golf Tourism...

Unusually this typology is not applied to Golf, but, golf practice implies, as a rule, to create a cultural landscape in the rural space not in urban or virgins landscapes, who modify traditional landscape to news leisure functions. Golf, like tennis, will be gradually democratized and accessible to the middle class, for the reason of their social value, which attracts youth and promote fitness healthy and active ageing. The current breakdown among Golf and Rural Tourism is a problem of deficient integration of tourism products in the same destination.

Rural (Space Tourism) share products related with “Health Tourism”, sharing fresh air activities and clean waters, woods and springs without pollution, the traditional and organic food, but their products are very different from the Tourism of Nature: we observe the birds on the Tourism of Nature activities and we hunt them on the Rural Tourism.

4. **Tourism of Idiom**, school exchanges heading for the promotion of knowledge of the language and culture among foreigners, their holiday’s camps and programs.

5. **Tourism of Congresses and Business**, meetings in the form of seminars, symposia, conferences, workshops and those social programs. International fairs and exhibitions.

6. Tourism of Gastronomy and Oenology, with their restaurants, shops, wineries and vineyards and cellars, linked to the concept of “*terroir*”. Wine and gastronomy, with particular emphasis on degustation of wine, sausage, cheese and gastronomic icons menus and restaurants, as the Spanish *El Bulli* or the Portuguese, Port Wine (*Vinho do Porto*). Those are the structures of tourism gastronomic and oenological, but we must include fairs and specialty museums, festivals and related events and a new multimedia literature that won important role in the promotion and the optimization of their market.

7. Tourism of Sea and River, with their leisure activities and characteristic sports, especially water sports, sailing and diving, beaches inland waterways, providing the sport fishing and boating...

The coastline also offers a wide range of products typically associated with ordinary concept of touring; walking and boating, enjoying the sun and the sand, geological and biological diversity and the aesthetics of landscape, the waterfront (and river) “promenades” , a tradition that came back from the beginnings of tourism use, in the 19th century reserved to the high class.

8. Long Term Residential Tourism, which is expanded from the coast into the interior, involving mainly senior tourists with its old members, but also young couples with great mobility.

9. Itinerant Tourism Auto-Caravan new practices , which corresponds to the over coming of a new class of users of modern auto-caravan, demanding and using the infrastructures available for cultural tourism and nature tourism, but also a new type of parks, for refueling and waste treatment, endowed with regional information, shop and supplementary housing.

10. School and Scientific Tourism, which corresponds to the models of study visits or finalists travels extend beyond a journey, but also associate to nature, scientific and cultural expeditions, markedly increased by the emerging of Museum and Science Centers of the 2nd and 3rd generation, thematic parks and the museums of industrial archaeology.

11. Sport Tourism and from Sport, considering the first as the displacement of the athletes and their teams and the second the travel of supporters and spectators. That category includes Olympic Games, world championship and others competitions, including professionals and amateurs who perform regularly a sport activity.

It is obvious that some sport activities are shared with the Tourism of Nature and Rural Tourism offer, which is the case of Golf, or sea and river leisure. His distinction type can be made through their main motivation and “taste”: enjoy diversity of or the rural environment, or searching a particular sport: that is the case of “white tourism” to practice sky or the tourism groups affiliated in golf clubs to practice this sport championship.

12. Tourism of Gaming and Entertaining, organized from the casinos and thematic parks, with their own animation.

Those categories have in common several activities, but preserve their own identity, different organic structures and diverse products.

However, it is not easy to measure their impact in the Tourism Satellite Account.

CRITICAL FACTORS OF PARADIGM CHANGE

1. A new middle class educated and cultivated. And their importance for the consolidation and prosperity of tourist destination

The prosperity of a region-destination must be based on the raising of the target audience of middle-middle class and upper middle class, considering his economic relevance and social influence capacity and her role as "modeler social consumption".

Their young people are spreading the new paradigms of cultural tourism and tourism of nature in society and face others juveniles class groups.

And their teachers are the first vehicles for information and training of social taste and the most important "informal tourism agents", when they promote and organize the scholar study trips, during every studies cycles.

The weight of this middle class and their cultural level and education, emerges in parallel with the emancipation of women by the job, a youngness increasingly educated and info educated and the anticipation of active reform in middle-class segments, generating a change in the category of "taste" and "motivation" of the travels.

Taking Spain as "case study", until 2008 the second market in the world, we found 87.8% of international tourists who come to Spain with a level of income ranked among the middle class and the upper middle class, 46.5% female tourists, 50.7% of tourists with higher studies and 42.3% with more than 45 years.

Table 2. International Tourists, Social and demographic characteristics. 2007 and 2008

	2007	2008	%Vertical 2008	2008/2007
SEXO				
TOTAL TURISTAS	57.414	55.762	100%	-2,9%
Hombre	30.822	29.773	53,4%	-3,4%
Mujer	26.593	25.989	46,6%	-2,3%
EDAD				
Total turistas	57.414	55.762	100%	-2,9%
Menor de 15 años	3.225	3.089	5,5%	-4,2%
De 15 a 24	5.307	5.587	10,0%	5,3%
De 25 a 44	24.504	23.504	42,2%	-4,1%
De 45 a 64	19.139	18.017	32,3%	-5,9%
Mayor de 64 años	5.565	5.565	10,0%	0,0%
NIVEL DE RENTA				
Total turistas	57.414	55.762	100%	-2,9%
Alta	2.465	2.903	5,2%	17,8%
Media / Alta	13.864	12.654	22,7%	-8,7%
Media	37.273	36.326	65,1%	-2,5%
Media / Baja	3.087	2.889	5,2%	-6,4%
Baja	726	990	1,8%	36,5%

Gender	Thousand	2007	2008	% 2008	2008/2007	
Total Tourists		57.414	55.762	100%	-2,9%	
Male		30.822	29.773	53,4%	-3,4%	
Female		26.593	25.989	46,6%	-2,3%	
Age						
Total Tourists		57.414	55.762	100%	-2,9%	
-15 old		3.225	3.089	5,5%	-4,2%	
15_24		5.507	5.587	10,0%	-4,1%	
25_44		24.504	23.504	42,2%	-9,6%	
45_64		19.139	18.017	32,3%	-5,9%	
-64 old			5.565	5.565	10,0%	0,0%
Income level						
Total Tourists		57.414	55.762	100%	-2,9%	
High		2.465	2.903	5,2%	17,8%	
Upper middle class		13.864	12.684	22,7%	-8,7%	
Middle		37.263	37.326	65,1%	-2,5%	
Lower middle class			3.087	2.889	5,2%	-6,4%
Lower			726	990	1,8%	
36,5%						
Economic Activity						
Total Tourists		57.414	55.762	100%	-2,9%	
Employed, middle position		33.186	30.705	55,1%	-7,5%	
Entrepreneur, independent professional		8.800	8.706	15,6	-1,1%	
Employed, high position		6.625	6.685	12,3%	3,9%	
Employed			3.516	3.756	6,7%	
6,8%						
Others			5.287	5.708	10,2%	
8,0%						
Academic training						
Total Tourists		57.414	55.762	100%	-2,9%	
Primary		5.047	4.603	8,3%	-8,8%	
Secondary			24.727	22.885	41,0%	-7,5%
Higher			27.641	28.274	50,7%	2,3%
Professional Status						
Total Tourists		57.414	55.762	100%	-2,9%	
Working		44.966	42.951	77%	-4,5%	
Retired		6.883	6.815	2,2%	-0,3%	
Student		3.099	3.202	5,7%	3,3%	
Residents tourists		1.789	2.129	3,8%	19,0%	
Unemployed			328	288	0,5%	-12,1%
Other (military service, living from rents...)	400		377		0,7%	-5,8%

Source: Movimientos en Fronteras (Frontur). IET. International border traveling. Tourism Studies Institute (Spain)

In the year 2011, statistics show that is continuous the raising in the level of education of international tourists arrivals to Spain: 62% with higher education, 33% with secondary education and 5% with basic education (Egatur, 2011). The middle class with average income stood at 60% (slight dip) and the middle-high class at the 29%, bringing together their weight in Spain tourist destination to 89%, while the class with high income climbed slightly to 6%. And we observed the highest rate of growth in spending of tourists seniors, 12.6%, bring them to the top gains per capita, 1,009 €.

2. The rising of cultural tourism as mass tourism

The debate concerning ecotourism put in question the same controversy and dilemma that occur in the field of Cultural Tourism

If we consider the definition of ecotourism from the International Ecotourism Society, which stands for: "Responsible travelling to natural areas, where the environment is conserved which improves the well-being of local people." (TIES, 1990), we can conclude that this concept refers not only to a segment of tourism, tourism of nature, but it constitutes an alternative proposal development model, based on the philosophy of nature (Ziffer, 1989). Let's examine their principles: "Ecotourism is about uniting conservation, communities, and sustainable travelling. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries and their political, environmental, and social climate."

The center of the controversy led some authors to raise polemic towards the ethics of tourism (Butcher, 2011), emphasizing particularly the contradictions between mass tourism and ecotourism, identified as a small niche of customers, especially by its limited financial size and inappropriate to the markets needs.

This template, justified by the identifying of the profile of the contemporary tourist with the consumer of entire freedom and pleasure, corresponds to the hedonistic vision of philosophers as Jeremy Bentham.

In our opinion the debate about the relationship between tourism and ethics cannot be reduced to the controversy about ecotourism, focused as a reaction to the negative impact that the traditional model of "sun and beach and leisure hotel" produce in the "cultural landscape".

In recent decades new paradigms emerges and coexist in different markets and in the same market.

In fact, Cultural Tourism or Ecotourism opposed to mass tourism lost real sense today, with the changes that happened in the offer and demand of international tourist market and considering the crisis of the Sun and Sea model.

Democratization and socialization of education and culture and the evolution of big markets of the world solved some of those opposing issues: Cultural Tourism has become a mass tourism, such as Tourism of Nature, in America, Europe and Asia. This new reality became clear when the research on the "motivations" of tourism travelling was completed with the research of the real activities carried out by tourists, that's

depends of their “taste”. Spanish tourism data gives a complete statistical evaluation about tourist activities, which clearly explains this evolution:

Consulting Table 4, the data of “Movimientos Turísticos en Fronteras (IET) _ 2008”, the statistics about cultural tourism reveal that they represent 55% (30.665 from 55.762 thousand) of all international tourists activities and those tourists correspond to 60% of tourism rent; they stayed about 10,3 days, a number that exceeds the national average; return frequently, 79,6% and more than 10 times 30,5%. Didn't acquire a “vacation package” 73,4% Their main group is among 25 and 44 years, 42,2%) and have higher education degrees 50,7% (Table 2). (Source: IET. International border travelling. International Tourists Activities. 2007 and 2008. Tourism Studies Institute Spain). The dominance of cultural tourism has a parallel with the fall down of traditional activities in the beach_bar, clubs, entertainment and disco sound, but is not in opposition; co-exist with them and with the shopping visits.

Table 4. International Tourists Activities. 2007 and 2008

Tabla 7. Turistas internacionales según actividad realizada durante el viaje. 2007 y 2008.

Miles de turistas

	2007	2008	%Vertical 2008	2008/2007
TOTAL TURISTAS	57.414	55.762	100%	-2,9%
Actividades Culturales	31.029	30.665	55,0%	-1,2%
Asistencia espectáculos culturales	4.550	5.084	9,1%	11,7%
Otras actividades culturales	3.925	5.196	9,3%	32,4%
Visitas culturales	29.764	29.228	52,4%	-1,8%
Actividades de diversión, discotecas, clubes...	13.556	13.601	24,4%	0,3%
Actividades deportivas	7.710	7.246	13,0%	-6,0%
Caza	88	57	0,1%	-35,0%
Deporte aventura	261	231	0,4%	-11,4%
Deportes náuticos	2.204	2.422	4,3%	9,9%
Esquí-nieve	52	68	0,1%	29,5%
Golf	1.005	935	1,7%	-6,9%
Otros deportes	4.497	4.066	7,3%	-9,6%
Senderismo, montañismo	1.425	1.542	2,8%	8,2%
Actividades gastronómicas	5.427	5.582	10,0%	2,8%
Asistencia a espectáculos deportivos	1.245	1.162	2,1%	-6,7%
No realiza actividades	14.779	12.904	23,1%	-12,7%
Servicios tipo balneario, talasoterapia...	1.650	1.935	23,1%	17,3%
Visita a parques temáticos	3.999	5.148	3,5%	28,7%
Visitas a familiares	6.700	6.559	9,2%	-2,1%
No procede	0	0	0,0%	0,0%

Thousands of tourists		Vertical %	
	2007	2008	2008
2008/2007			
Total Number of Tourists	57.414	55.762	100%
-2,9%			
1. Cultural Activities	31.209	30.665	55,2%
-1,2			
Attending cultural shows	4.550	5.084	9,1%
11,7			
Other cultural activities	3.925	5.196	9,3%
32,4%			
Cultural visits	29.764	29.228	52,4%
-1,8%			
2. Recreation activities and clubs, clubs...	13.556	13.601	24,4%
0,3%			
3. Sport Activities	7.710	7.246	13,0%
-6,0%			
Nautical sports	2.204	2.422	4,3%
9,9%			
Other sports	4.497	4.066	7,3%
-9,6%			
Walking, mountain sports	1.425	1.542	2,8%
8,2%			
Golf	1.005	935	1,7%
-6,9%			
Adventure sports	261	231	0,4%
-11,4%			
Ski and snow	52	68	0,1%
-29,5%			
Hunting	88	57	0,1%
-35,0%			
4. Family visits	6.700	6.559	9,2%
2,1%			
5. Gastronomy	5.427	5.582	10,0%
2,8%			
6. Visiting Theme Parks	3.999	5.148	3,5%
28,7%			
7. Baths, SPAs, thalassotherapy	1.650	1.935	1,3%
17,3%			
9. Attending sport events	1.245	1.162	2,1%
-6,7%			
10. No activities	14.779	12.904	23,1%
-12,7%			

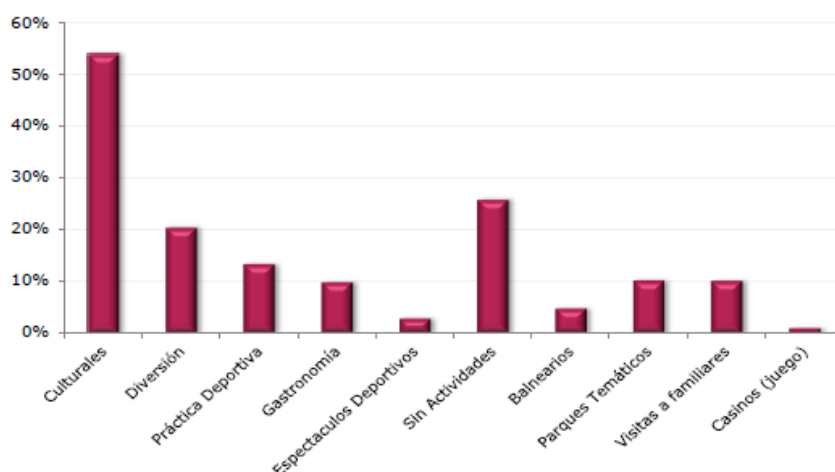
Source: Movimientos en Fronteras (Frontur). IET. International border traveling. Tourism Studies Institute (Spain). 2009

Cultural activities occupied more than half of international tourists and reveal another phenomenon of great social and economic importance, confirmed by developments in recent years: the rising of cultural tourism.

Table 4. Cultural tourism activities become dominant in the occupation of international tourists in Spain

Actividades realizadas por los turistas en sus viajes a España.

Porcentaje sobre total y variación interanual (%). Año 2012.



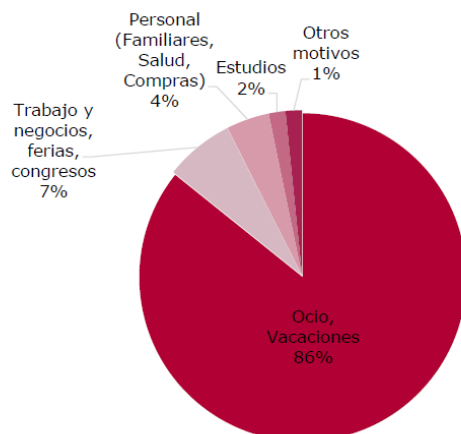
Fuente: ITE. Encuesta de Gasto Turístico (Egatur).

Source: ITE. Egatur 2013

On a conceptual level, the insufficiency of investigations that use only the concept of “motivation” is the fruit of their dissociation of another concept, which should be in the heart of empirical data collection and research, the concept of “taste”, which is associated originally to the fields of Aesthetics and Sociology. “Ocio, Vacaciones”, Leisure and Holidays, are concepts unclear and superficial. As we can observe, comparing the next table with the precedent.

Table 5. Motivation for traveling of international tourists in Spain.

Turistas internacionales a España según motivo del viaje.
Porcentaje sobre total. Año 2012.



Fuente: ITE. Movimientos Turísticos en Fronteras (Frontur).

Source: ITE. Frontur. 2013

In the score of 86% classified as “*Ocio, Vacaciones*”, Leisure and Holidays, the inquire get 8, 3 million that consider the main motivation to visit Spain the discovery of their cultural heritage. However, when we search what they really do during holidays we can find more of 31.000 millions occupied with cultural activities.

Returning the data of “Movimientos Turísticos en Fronteras (IET) _ 2008”, the broader classification of occupational activities of tourists, need to be reformulate because is not correct included in the same category sporting activities that requires skill and technique as the Ski and others, like the walking, intrinsic attributes of human being. It is necessary to disintegrate and typify categories as Others Sports, 4,066 million and visits to Thematic Parks, 5.148 million. What kind of Parks? They are Parks of Nature, Cultural Parks, Entertainment Parks?

We must too distinguish in this numbers, the activities that offer the Tourism of Nature, include perhaps in the category of Sport Tourism activities.

And, the last but not the least, we don't believe that a large percentage of tourists (almost 14.8 million) does nothing (*il dolce far niente*), not perform any activity; what really meaning this response is that they have not self-awareness concerning the significance of their own rides in the landscape, and about the existence objective of a new cultural landscape in their tourist destination, that they can't “read”.

We must realize that economic data of tourism don't distinguish the contribution from these different categories of tourism for their Value Chains.

Is time for researching the deep changing in the social base of tourism, in the context of the society of knowledge and information: we can recognized the graduation of the new middle class stratum, the woman emancipation, the autonomy, multiculturalism and e-learning of the young people, the increasing of senior tourists retired, the new international mobility, with low cost flights, modern roads, railways and large sea transports and the dissemination of communication skills.

After 2008 in Spain, the dominant tendency to choose cultural tourism activities - visiting museums and monuments, cultural events assistance and others - is confirmed and consolidated: 2009: 53,5 % of international tourists; 2010, 51,3% Growing again 10% in 2011 and 5% in 2012, to 54% (Source: IET_EGATUR).

The French Louvre can be considered the great cosmologic observatory of tourism and tourists and their metamorphosis market:

The growth of visitors: 8 413 000 in 2010 to 9.334.000 at 2013. 70% are international tourists. 68% pay their ticket entrance.

Origin: 30% France, 70% from other countries: USA, 13%. Italy 5% and China 5%. Spain 5% and Germany 4%, Brazil 4%, UK 4% and Russian 4%...Australia 3%...

Age: 50% young people under 30 old.

Over 14.000.000 on Louvre web site. Loading 480.000 audio guide and 103.000 mobile application charged.

The emerging of a new middle class from China, Brasil and Russian is patent.

The growth of the museum offer, in all the countries and the development of the museum concept can also explain this change in the demand from the middle class: "A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment." (ICOM Statutes, adopted by the 22nd General Assembly (Vienna, Austria, 24 August 2007)

The scientific-technical revolution creates a dynamic of innovation in this sector, with the development of the museums and science centers of 2nd and 3rd generation, design under the sign of participation and interaction of their audiences.

The new museums using of modern technologies of restoration, conservation, information and communication, reduce the negative impacts of mass tourism.

Looking now to the Tourism of Nature, or the ecotourism, there are no clear and accurate statistics, but we can establish their relevance, for example, by considering the number of visitors of Spanish national parks (and take note that several national parks not have visitors date) , which represent only a fraction of the tourists who seek all the parks, reserves and the cultural landscapes of Spain: more than 10.618.284, in 2007! And more of 12.252.000 in 2010!

This phenomenon leads to the need to determine the impact of visitors on the environmental conditions of the sites, monuments and landscapes, evaluating their load capacity: and, consequently, promote a policy of conservation and sustainable management of heritage.

World tourism statistics confirm, since the decade of 80 of the 20th century, the growing demand of cultural tourism on the motivations of the tourists trip, but they significance probably has been dumb, because the methodology of the survey not include the activities really carried out in the place of destination, and also because the research in this area does not associate the concept of "motivation" to the concept of "taste." The first allows us to gauge the expectations of tourists, but only the second truly informs about the products consumed. Motivation reflects how the "trade name

image" of the tourist destination is accepted by its audiences, but it's the taste that determines ultimately the development and evolution of products offered by their destination and it becomes essential to monitor this development to prevent the curve of decay (Butler, 1980) and for anticipating their renewal cycle.

3.3 The concept of Taste, from Art, Aesthetic and Sociology to the heritage and tourism products

Critique of Art and conceptual evolution of Taste, had a parallel evolution in the last three centuries.

Critique of the Form found a new scientific discipline, when established in the XIX century the principle of analysis of the art objects in their stylistic and technical context. The partiality of historicist tendency, which reduced the art to the reconstitution of the artistic personalities of the authors and Maecenas, artificially isolated from life and socio cultural influences, was being surpassed by this new scientific perspective. This standpoint integrates the art in the field of history of culture, create their own methodologies and value their contribution to the civilization progress.

At the same time, combat prejudices against the artistic forms considered barbaric or smaller, surpassing the not scientific distinction between classic and decay periods. This different perspective brings to the cultural tourism new products, not only the great classic creations, but also the art of the people, the ethnography.

This new theoretical framework open the way for formal revolution that marks the advent of modern art and painting. In this sense, Critique of Sociology, which originally conceived the art works as a mere reflection of society, gives a new contribute for a better understanding of the art, through the study of economic and social conditions of the artistic process and the establishment of historical and cultural relations between artistic techniques and social technologies. Critique of Sociology against the positivist determinism about art, open the fields to discover their autonomous aesthetic and cultural values.

Social and personal taste became not only a product of schools of art but the result of a complete interaction between artists and the social dynamic of art, from the market to the imaginary, with plural scientific and cultural conceptions.

In this field, the contributions of Marxist Critique and Critique of Psychology of Art gives new methodologies to study the art objects that surpass sociological determinism, in the context of the social production system, but, at same time, penetrating in the individual indeterminism of creation process and in the aesthetic taste.

Marxist Critique accentuates the role of social tensions and cultural values of different classes, the influence of ideology on the art social process. Using the concepts of Production Mode and Historically Determined Social Formation, provided new tools to understand the themes and meanings of the of the art works, and social taste.

Psychology of Art, not just behavioral psychology, but also the psychology of perception phenomenon's and psychoanalysis, allowed understanding the process of creation and enjoyment of art objects, as something extremely complex, in their genesis and assimilation by different levels of individual and social consciousness. In addition

they provided a stimulus to the birth of modern artistic currents, such as surrealism and postmodern arts, as the informal art.

Semiotic Critique, made a new reflection about the Iconography and Iconology of images, leading to the creation of their own methodology, particularly in the exploitation of content, themes and meanings. The new signs found their specific identity in open meaning plans, representations and expressions. At least, the recognition that the new artistic universe expansion (or already in entropy?), include innumerable tendencies and idiolects, having lowest units of meaning, artistic, anti-artistic and non-artistic currents.

International art critique, as Carlo Argan, when analyze relations between forms and sign, placed the abandonment of representation in favor of the sign at the end of the period between the two world wars, making clear that this issue should not be confused with the distinction between figurative and non-figurative.

Art is Object and Other, allegory and symbol. The interpretation of things by the material form comes from the middle ages (founded in faith) to the modern age, the Kantian transcendental. To the art is not the instrumental character of the object that has importance. The art work opens a world and keeps it open. The essence of aesthetic true is the disclosure (Heidegger).

Clement Greenberg considered shallow plate painting and the monolithic of sculpture-objects, like a revolution to finish the illusionism visual and tactile, in the context of a postmodern continuity line dating back to Monet, which renews but maintains separate the different art representations, in quest of neutrality, self-definition of art simply itself.

Is the end of *mimesis* and the coup of mercy on the traditional art, not only in the religious aspect but in the plane of rationalism, which announced three centuries before the modernity of Western culture. This time is completely different from the past.

The new scientific paradigm brings a revolution in art concepts and technologies. Aesthetics changed their principles clinging desperately to the ideas of autonomy, pluralism of reading and meaning offered by art craft and landscape, accepting the role of the observer as a partner of the revelation of its components _ space, light, perspective, content ... in the same way, that the role of the observer was became one of the fundamental principles of modern quantum and relativistic physics.

The door is open to the relevance of self experience and feelings, in the context of cultural tourism and tourism of nature. Indeed, aesthetic from art and landscape are two new elements of the social taste of the middle class, the landscape taking not only a productive and merchandising value, but including their own aesthetics categories: beautiful, sublime, mysterious, wonderful, monumental, epic, tragic...And art being available to a growing middle class with more knowledge and culture, in the museums and monuments, but also in the cultural landscape.

The modern social taste of the middle class includes moral and ethics values face to nature and heritage, by the influence of Environmental Philosophy in every scientific domains and development process.

After Atenas Charter (1932) to UNESCO promoting the "World Heritage", material and immaterial, to the United Nations Environmental Conferences: since Stockholm (1972), passing by Rio (1992) and Kyoto (1999), to Copenhagen, defends a new sustainable way to our common and millenary cultures and civilizations.

The economic paradigm of traditional tourism, base in the “tourism industry” concept, can ignore this revolution.

3.4. Predominance of air travel and the expansion of proximity airports (and ports) and regional low cost

International tourists arrive in Spain mainly through airports-destination or airports of proximity (less than an hour distance away the destination). This tendency was accentuated in the last decade with the arrival by plane, in 2008, from 77.5% of tourists, 20 percent in automobile, 2.7% by sea and only 0.2% by railways.

Table 6. The crucial importance of airports of proximity

Destinos principales y destinos secundarios de los turistas internacionales

Año 2008

Destino principal	% Total*	Otros destinos		
		1º	2º	3º
Andalucía	8,4%	Madrid (C. de)	Cataluña	C. Valenciana
Cataluña	4,4%	Madrid (C. de)	Andalucía	C. Valenciana
C. Valenciana	5,0%	Cataluña	Madrid (C. de)	Andalucía
Madrid	15,0%	Cataluña	Andalucía	Castilla y León
Murcia	5,3%	Cataluña	Madrid (C. de)	C. Valenciana
Cantabria	14,2%	País Vasco	Galicia	Cataluña
Galicia	18,7%	Madrid (C. de)	Castilla y León	País Vasco
Navarra	13,1%	Cataluña	Madrid (C. de)	País Vasco
País Vasco	11,1%	Cataluña	Madrid (C. de)	Navarra (C. Foral de
Asturias	25,1%	Madrid (C. de)	País Vasco	Galicia
Aragón	11,5%	Cataluña	Madrid (C. de)	Andalucía
Castilla - La Mancha	22,5%	Madrid (C. de)	Andalucía	Cataluña
Castilla y León	14,7%	Madrid (C. de)	Cataluña	País Vasco
Extremadura	12,8%	Madrid (C. de)	Andalucía	Castilla y León
La Rioja	12,2%	País Vasco	Madrid (C. de)	Cataluña

* Porcentaje de turistas que visitan otras comunidades.

Source: ITE. Frontur. 2009

According this table only 5,4% of international tourists that choose an initial destination do a new trip, during the same holidays, to a second destination. The importance of airports of proximity is crucial to promote a tourism destination.

The existence of those network of airports in Spain, together with the increased offer of cultural tourism, were decisive factors to halt the fall in the number of tourists and to increase their added value, especially increasing low-cost flights (low coast). According to records of *Aeropuertos Españoles y Navegación Aérea* (AENA), the Spanish airports received in 2012, 63.1 million international passengers. Of which 58.5% travelled by low cost companies.

In the year of 2011, arrived in Portugal 12.2 million passengers of international flights (+ 966 thousand, representing 57%) and 830 cruises with 1,149 .1 thousand passengers, an increase of 79 cruises and nearly 152 thousand passengers. The flights low cost predominate in Faro, 74.3% and 60.2% in Oporto. Your weight in Lisbon is relevant, reaching 14.4% and 13.5% in Madeira.

3.5. Expansion of Internet and cyber culture and decline of "packages"

Standing again in the Spanish market, the graphic representation documents the growing importance of info technologies and networks that the Internet propitious (65% using Internet), for tourist information (*Consulta*), but also to reserve (*Reserva*)_transport, accommodation, activities and made payments (*Pago*).

Table 7. The three functions of the Internet, on the perspective of tourism demand: information, reserve and payments

Uso de Internet por parte de los turistas que visitan España.

Porcentaje de turistas y variación interanual (%). Año 2012.

	Porcentaje de Turistas	Tasa de Variación (%)
Total	100%	8%
No usa Internet	35%	-6%
Usa Internet	65%	8%
Consulta	64%	9%
Transporte	60%	8%
Alojamiento	48%	14%
Actividades	27%	11%
Reserva	59%	12%
Transporte	56%	11%
Alojamiento	43%	19%
Actividades	11%	25%
Pago	56%	13%
Transporte	55%	12%
Alojamiento	34%	20%
Actividades	10%	31%

Fuente: ITE. Encuesta de Gasto Turístico (Egatur).

Source: ITE. Egatur. 2013

From the analogical information to cyber culture, the universal pass-word is the dominant tendency in our time: tourism destinations needs be structured with the modern structure of fiber-optic and broadband Internet, as vital condition for tourism development.

Table 8. Decline of packages

Visitantes según forma de organización paquete turístico.

Número de turistas, excursionistas, visitantes y % vertical.

Año 2012.

	Turistas	% Vertical	Excursionistas	% Vertical	Total visitantes
Total	57.700.713	100,0%	41.494.760	100,0%	99.195.473
Sin paquete	39.794.924	69,0%	39.605.682	95,4%	79.400.606
Con paquete	17.889.383	31,0%	1.360.391	3,3%	19.249.774
No procede	16.406	0,0%	528.687	1,3%	545.092

Fuente: ITE. Movimientos Turísticos en Fronteras (Frontur).

Source: ITE. Egatur. 2013

Within the framework of the society of information and knowledge, the demand for personal programmes of visits, independently selected, prevail above the packages. International tourists traveling to Spain without package (*Sin paquete*) are 69%

At same time the search for information, reservation and payment via Internet and the various info technologies, tends to prevail over travel agencies traditional services.

Travel agencies need to search for new degrees of specialization and qualification of their products.

The entities that compose the structure the Value Chains of tourism must pass from analogical culture to digital culture, both integrated in their offer.

3.6. Functional inversion of the relationship between Chains Values and Heritage

Chains Values of tourism_ accommodation, catering, merchandising, animation, transport, guides and agencies needs to incorporate new products and even other values and what its historical relationship with the heritage (s)?

For many years hotels was the main from tourism attraction. What's changed since then?

Taken **a** as the variable of the **accommodation** and **p** the variable which represents the **patrimony** (cultural heritage and natural heritage). In the past **p=f(a)**.

The mathematic law is based on the correlation between **a** and **p**, univocal correspondence in the direction **a → p**. We say that the variable **p** is a function of the

variable of **a** and we write symbolically $p = f(a)$, which mean that **a** is the independent variable and **p** the dependent variable.

In the field of mathematics, rigorously, each value of **p** corresponds one value of **a**; but, in the tourist market, the same monument, site or landscape is accessibility from the existence of several hotels, relatively close.

However, what result from the appearing of a new middle class cultured, from the emancipation of work women, a new young generation increasingly educated and the anticipation of active retire in growing segments of the middle class, is a change of taste and motivation in travel, resulting in a functional inversion in the variables $p=f(a)$.

Currently $a = f(p)$, the majority of hotel units, uniforms in those architecture and services, cease to be the center of tourism attraction, tending to become dependent in their functional market area from the existence of heritage values, well preserved, attractive and accessible.

This new relationship transform accommodation on a variable dependent from heritage and makes imperative the resolution of the conflict of interest between the construction of tourist infrastructures and the preservation of the natural heritage and cultural heritage.

3.7. The predominance of income from the tourists face the income of excursionists

The supremacy of tourism income from international tourists balanced with the expense of excursionists can be illustrated using again the Spanish market

Table 9. Spending tourists and excursionists compared board in Spain.2008.

Economic framework of international tourism in Spain 2008	
Tourists	Excursionists
57,3 millions-58,6%.	40,5 millions - 41,4%
Income: 51.897 millions € - 91,2%.	Incomes: 4.455 millions €-8,8 %
Average expenditure: 907 €/9,2 nights.	Average expenditure :101 €

Source: IET Source: ITE. Egatur. 2009

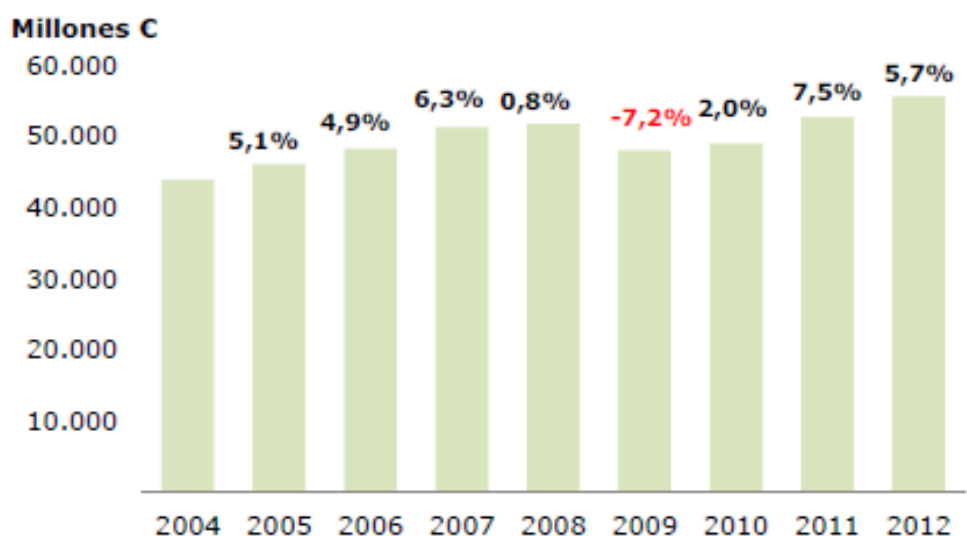
Observing the Table 10 we can see that increasing productivity of the tourism activity depends substantially from on our ability to transform the excursionist segment in new tourists, because tourists income is 10 time higher from excursionists income.

Em 2012 a Espanha recebeu 57,7 milhões de turistas, que permaneceram naquele país uma noite ou mais e 41,5 milhões de excursionistas, os viajantes que não pernoitam.

In 2012 Spain received 57.7 million international tourists, who remained in that country for a night or more and 41.5 million excursionists, travelers who do not spend the night.

Table 10: Income from tourists and excursionists, series 2004-2012, in Spain

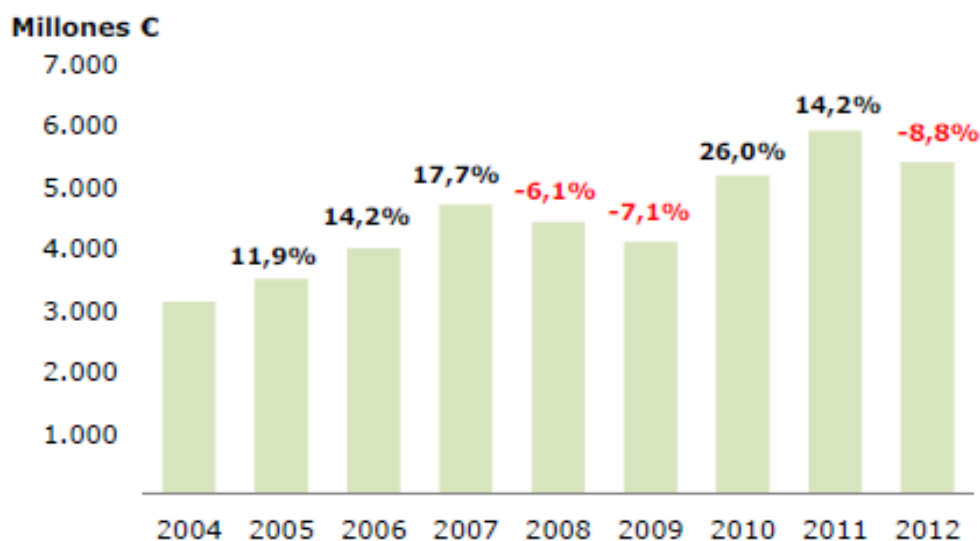
Gasto total de los turistas internacionales llegados a España. Millones de euros y variación interanual. Años 2004-2012.



Fuente: ITE. Encuesta de Gasto Turístico (Egatur).

Gasto total de los excursionistas internacionales llegados a España.

Millones de euros y variación interanual. Años 2004-2012.



Fuente: ITE. Encuesta de Gasto Turístico (Egatur).

Source: ITE. Egatur. 2013

3.8. A strange competition: Creating scale. Giving priority to cooperation: cross-border, interregional and inter municipality cooperation

The new tourist products, from Cultural Tourism and Tourism of Nature, as merchandise that they are, have an added value and an exchange value, comparable to common goods. However, the products of Cultural Tourism and Tourism of Nature in the market competition have a strange behavior. This competition, for differentiation, generates complementary and cooperative networks, without exclusion of the competitor.

Indeed, the tourist consumer of Cultural Tourism and Tourism of Nature products tends to visit all the museums and monuments, different protected areas and cultural landscapes and not to settle unique a product, or icon or mark.

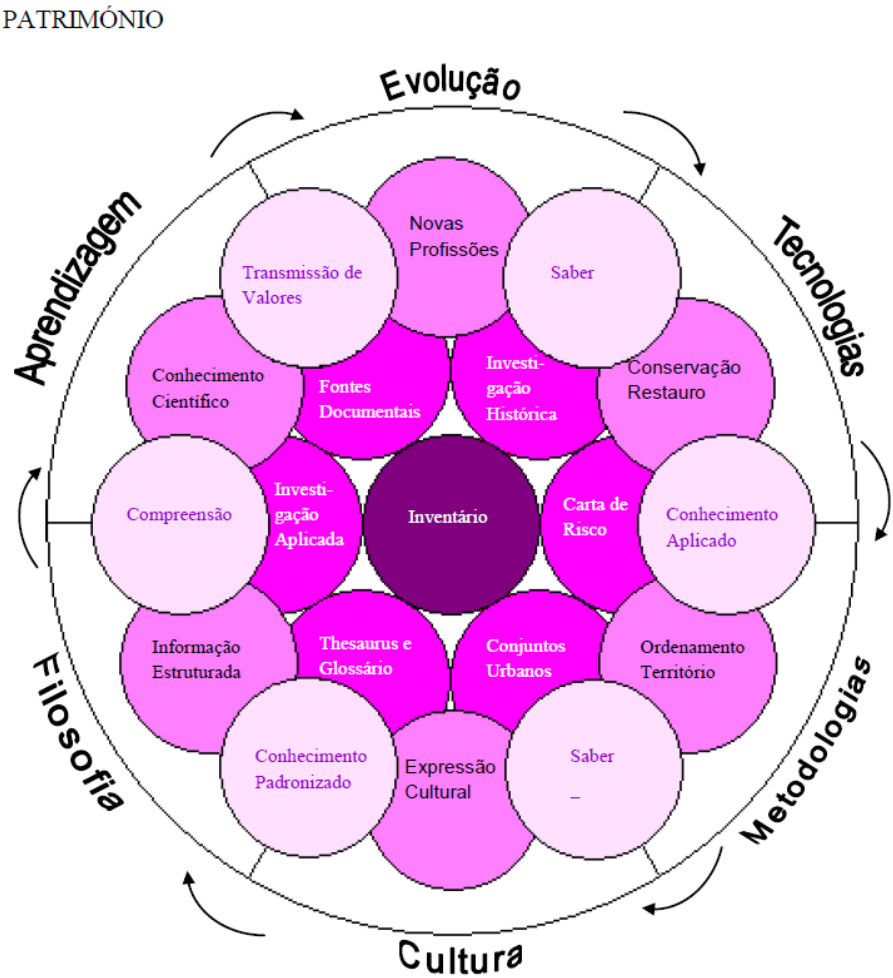
But the concentration of organic structures of Cultural Tourism and Tourism of Nature at a specific location, for example Paris, focus 80% of international tourism to the France capital. Louvre becomes a microcosm of the world tourism. The same phenomena in Madrid or London...

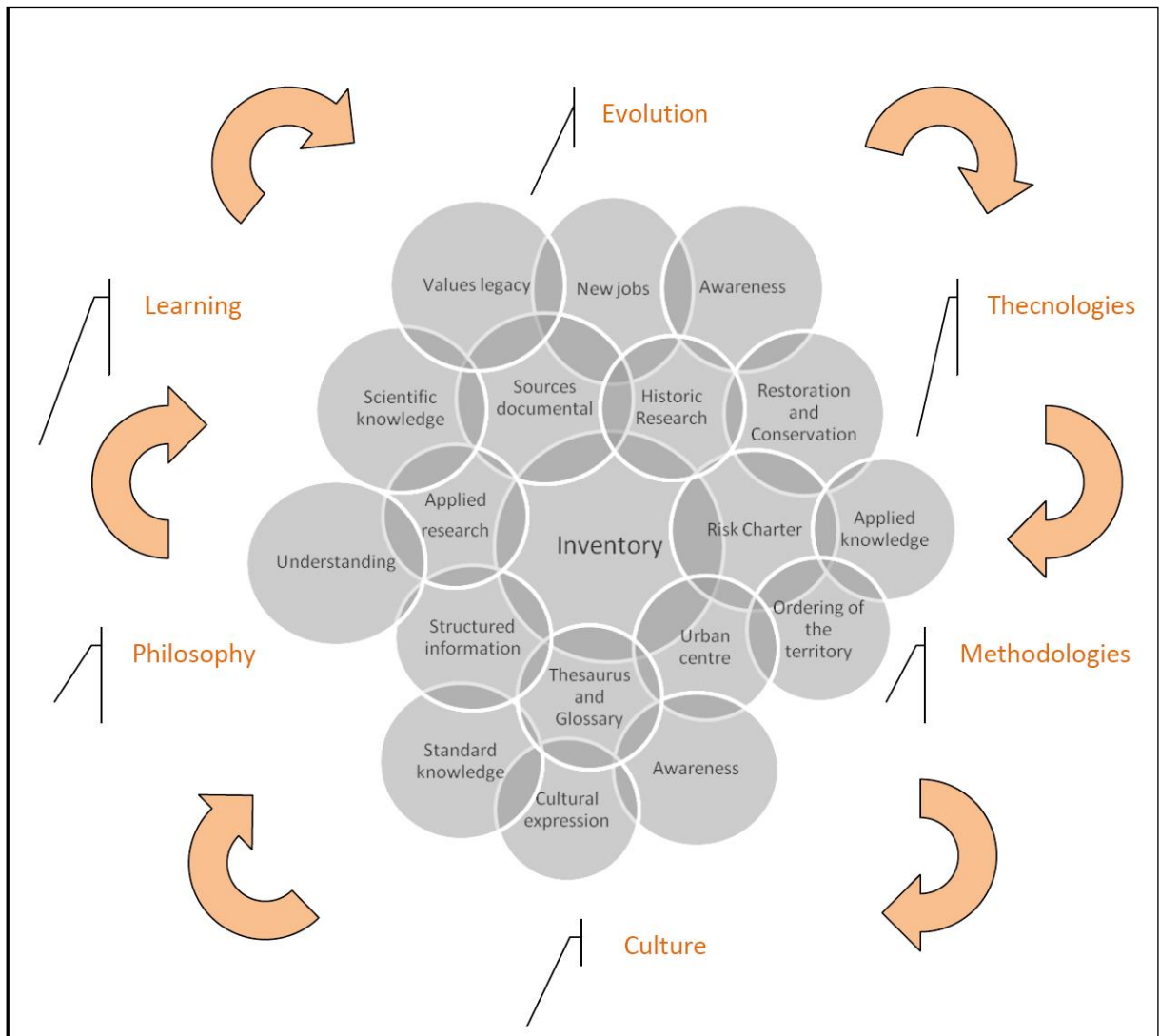
From the expansion of low-cost flights, all cultural destinations are competing among themselves and if a city or municipality wants to become a pole of attraction, must consider the cooperation with neighbors, cities and regions, to create scale in the competition with the consolidated tourism destinations. They need to organize common Routes and Circuits justifying at least a journey visit (a day and one night) and several journeys crossing their territory.

3.9. The reorganization of tourism offer based on the concepts (scientific and technical) of Route and Circuit, oriented to international tourism

In the framework of phenomenological conceptualization of tourism are predominant linear or two-dimensional definitions. To familiarize the reader with another type of definition, which we call circular or multidimensional in their relational dialectic, we depart from the concept of heritage drawn up by engineer Vasco Costa, at the time Chief Executive Officer of DGEMN_ Direção Geral dos Edifícios e Monumentos Nacionais (General Direction of Buildings and National Monuments) de Portugal.

Figure 1. Concept of heritage





"Visually put the accent on the idea, for us obviously, that this system, articulated as a set of databases interoperable is constituted as the key piece for any action and qualitative intervention in safeguarding and enhancement of heritage, in compliance with the internationally accepted concepts and normative.

We believe that the achievement of a global society, in economic terms and in lifestyle, will lead to the improvement of cultural diversity." (Costa, 2008)

The concepts of Tourist Circuits and Routes are based on the need to use a scientific methodology, based on an inter- and multi-discipline, to interpret and organise the visit to the territory, which allows the tourists to read and interpret their cultural landscapes.

This conception lead to a philosophy born in the observation and reading of the landscape and from the synthesis of Earth and Human Being that dwells and transforms the 'cultural landscape', but at the same time threatening to degrade or destroy. That contradiction justifies the need for an ethics of tourism, built from the new Environmental Ethics and based on the critic of anthropocentrism and ethnocentrism.

We define "tourist Circuit as a road integrating all heritage products, short-lived (should not exceed one day/night), accessible to all audiences but segmented in an autonomous and distinctive identity, organized in the context of discovery and enjoyment of the

landscape ecology (in the sense of interdisciplinary contribution to reading the landscape) and the metaphysics of landscape (immaterial heritage, imaginary erudite and popular), and using the communication/emotional principle of "montage of attractions", created to sustain and develop value chains of tourist activity.”(Queirós, 2009)

We define “tourist Route as an organized set of Circuits to discover and enjoy all heritages, with a unique identity, based on ecology and landscape metaphysics, accessible to all audiences but with different products according their segments, organized to serve the development of tourist activity and their value chains.” (Queirós, 2009)

This new concept is built upon the conceptual contributions of geography, selective observation and significant description of the cultural landscape - its historical, natural, ethnographic heritage; the philosophy of nature and the philosophy of the environment, “ecology and metaphysics of landscape”; communication sciences, involving the psychology of feels and the cinema (the montage of attractions is a concept from Eisenstein); economy, “value chains”. And its methodological construction consists in recycle traditionally concepts used in another scientific fields and reprocess them to a new subject of study

THE FOUR DIMENSIONS OF THE CONCEPT OF TOURISM

Cultural landscape

Ecotourism is about conserving the “natural areas”, which improves the well being of local people. We remain in the field of the anthropocentrism if not responding to the question what is the definition of “natural areas?”

Central conceptual terms, such as ‘culture’, ‘nature’ or ‘cultural landscape’, are far from being neutral scientific objects. They are academic constructions, which need to be understood as they emerge across their historical contexts.

The landscape concept, born in IV China century and in the Western Renaissance centuries, it means a sensitive and symbolic cultural view, a different collective subjectivity from the high classes, engaged in an aesthetical contemplation and the peasants, that occupies and transform the land, in the struggle for life.

Augustin Berque, concerning landscape, developed the concepts of *Écoumène* (1993) and *trajection* (trajectivity), representing the interactive relationship between culture and nature, between the collective and the individual, and between subjectivity and objectivity in actual societies in Europe and in Japan.

Re-thinking nature and landscape means that every landscape is a human artifact, the historical human presence brings certain values to the landscape, not only the positive categories of beauty experiences in nature and new biotopes but also the negative categories and the extinction of species: the disgusting, the ugly, the repulsive, the abhorrent... In a moral and esthetical perspective we must recognize that “if such

practices also offend our sensibility; that is, they have aesthetic as well as moral consequences". (Berleant, 2011).

This new vision of the landscape, multi and interdisciplinary, which is at the same time an instrument operating its hermeneutics and a category in the field of Philosophy of Nature, is named:

Landscape ecology. In our definition it represents a structural and systemic view that encompasses the large natural landscape, characterized and differentiated not only by the various fields of science (environmental sciences and exact sciences), but also but also social sciences because it was created with the help of Man in his daily effort as a farmer, a shepherd and a landscape architect. (Queirós, 2003, 2013: 108 a)

But the interpretation of the landscape, from the perspective of the philosophy of nature and the environment philosophy, would be incomplete without the use of another category of elements, which we define as:

Metaphysics of landscape. It represents the domain of the "spirituality", "soul" of things, the categories of aesthetic emotions and feelings, "beauty" and "beautiful", the "sublime", "wonderful" and "mysterious", "monumental", "epic" and "tragic." (Queirós, 2003, 2013:110 a)

Including the negative categories: the disgusting, the ugly, the repulsive, the abhorrent...

Categories parallel-aesthetics in the field of tourism

A simple question, what constitutes a tourist resource?, becomes a more complex problem. In our opinion, what constitutes a tourism resource is the humanized cultural landscape (urban and rural landscape). Reading and interpreting the cultural landscape is the basis for the creation of the tourism products and its first metamorphosis of value.

The ecology of the landscape (material heritage) and the metaphysics of landscape (immaterial heritage), compose the essence of tourism resource, but only and when their interpretation and reading gives it a new increase as a cultural value and as an economic value.

The human's labor on the land change and rebuilt the landscape, creating new biotopes and destroying biodiversity, geodiversity and traditional cultures, but also creating new landscape cultural values:

"We can find in the landscape a set of categories that we call "parallel-aesthetics", carrying an intrinsic moral value and touristic attraction capacity: "the unique", setting this concept as susceptible to express the landscape attributes of an uncommon Place. "The single" define the own identity of a common landscape object. "The authentic" attribute applicable to the conservation of objects and original landscape contexts. "The genuine and rare", objects and Places of Humanized landscape, that in its process of evolution tend to disappear or become corrupt... And the "Systemic Parallel-Aesthetics Categories" (Queirós, 2013: 109 a).

Systemic because concerning types of landscape, as riparian vegetation, chestnut forest, cork forest, “*paysage du bocage*” (bocage landscape), grasslands, heathlands...

Capital of tourism: genesis of value, reproduction and circulation

The concept of “tourism industry” has led to search for local resources - biological and geological, livestock and forestry, etc. as their basic material. In fact the first are used and processed by other industries, and in many cases require its conservation. And as for the second, its consumption is shared between residents and travellers.

What constitutes a tourist resource is the cultural landscape. Reading and interpretation of the cultural landscape is the basis for the creation of the tourist product and its first metamorphosis of value.

It's the “ecology of the landscape” (material heritage) and its “metaphysics of landscape” (immaterial heritage), which constitute the essence of tourist resource, but only when their interpretation and reading gives it a new increase in cultural and economic value, transforming use value on in a exchange value:

The landscape is not an open book, intelligible empirically. Their transformation into a tourist product goes through its readability, which gives it a used value; it's a metamorphosis that generates economy value, and it's also a process of cultural literacy, mediated by the construction of a language for tourist communication; the result of this process changes the shape and the essence of traditional concepts of resources and tourist products. (Queirós, 2013: 109 a)

The paradox of the new economy of tourism

The new functional relationship $\mathbf{a} = \mathbf{f}(\mathbf{p})$, accommodation is a mathematic function depending from heritage, establish that are Routes and Circuits, integrating all the heritage, which attract tourists from middle and upper class, generating the main values of tourism activities.

However they're not the structures that organize these Routes and Circuits, the museums, monuments and parks that collect the highest values; the tourism income is collected outside the structures of Cultural Tourism and Tourism of Nature on the aforementioned value chains: accommodation, catering, shopping and merchandising, animation, transport, freight forwarding and animation. It is the phenomenon of positive **externalities**.

The misunderstanding of this economic paradox is the cause of the historical conflict between tourism and development, but is also at the same time the key to overcome it.

We must built new economic tools to enquire the real economic impact of Cultural Tourism and Tourism of Nature.

Then, the growth of **competitiveness** of the tourism economy destination will result mainly from the ability to organize their Routes and Circuits, which gradually enlarge

the current urban attraction poles, giving a dynamic visit regional, inter-regional and even cross-border.

Routes and circuits promotes the passage of the economic status of excursionist into tourist, growing time of permanence and the desire/need to return, surpassing the seasonality and encourages the consumption of quality, increasing **productivity**.

In this new context is imperative planning and organizing tourism to transform the excursionist in tourist, taking into account the concepts here synthesized of Externalities, Competitiveness and Productivity

THE NEW PARADIGM: ENVIRONMENTAL TOURISM

Environmental Tourism, in our concept and in the synthesis of Philosophy, is really the integration of nature and culture in the concept of landscape, and their metamorphosis in Cultural Tourism and Tourism of Nature (Ecotourism). Environmental Tourism includes material and immaterial patrimony, physical and metaphysical values (aesthetical and ethical values).

However, this perspective of tourism as an economic phenomenon, but also anthropological and socio-cultural, conduce to a third dimension, historic and politic. In the national heritage and social consciousness of humanity and in their collective unconscious, is recorded the journey of the early hominid crossing the Mediterranean from Africa, passing the Bosphorus and journeying to America and the Arctic polar ice; the memory of the first hunter-gatherers who followed the march of the rivers and valleys open by tectonics of Earth; later builders of “dolmen and menhirs”, which limited the journey to surrounding agricultural and pasturing lands, in an eternal return; already in the modern age, navigators and explorers from all corners of the planet, with the birth of capitalism and those successive globalizations.

After being created political and social conditions, with the advent of modern democracies and socialisms, the conquest of social leisure by new social classes, and the containment of war, all of humanity continues his historic walk and made global world the place of trampling of human animal.

Involving the other three dimensions, we arrive to a fourth dimension of human being, in the perspective of the philosophy of nature and the environment philosophy: the human being separate from Nature and distinct human cultures by the anthropocentric and ethnocentric conceptions, has a common origin and belong to the same and single Human family.

And stay ecologically linked to the biological, geological and cosmological environment, connect to all beings and things.

Contemporary Ethology do the demonstration that the ability to feel pain and pleasure is not unique attribute of Man, and also the intelligence or even the ability to work and the making of their tools, such as the social labor, are common to other species. But the aesthetic feeling and taste, not only to artistic creation but also to the relationship with the nature, seem to be exclusive attributes of descendants of the *homo sapiens sapiens*. Maybe the tourist of the working classes, in short holidays, or the financial speculator in

business trip, doesn't distinguish the "beautiful" from the "sublime", two categories of aesthetics fields, but none of these human beings can ignore the presence of these values in the landscape, even their reaction could be the silence, the human silence of those who contemplate the mystery or the wonderful.

And we got four dimensions of the tourism concept.

From this perspective, that is beyond economic and traditional definitions, we must to study and research the phenomenology of tourism as a strange economy, a process of socio-cultural anthropology and also in their historic-political conditions; finally, in the new framework of environmental philosophy and their environmental ethics

Ethics and Tourism. The philosophical approach

The authors involved in the research of Ethics and Tourism, propose three ethical paradigms with particular relevance to that area: the Aristotelian paradigm of virtue ethics, *eudaimonia*; the Kantian paradigm of the categorical imperative respect for the person and the paradigm of the utilitarian ethics of the greatest good (Jamal and Menzel 2011).

Their scientific and ethical approach is humanist: "Ethics should be an expression of what it means to be a human...we are ethical beings by nature (Fennell, 2009:211)", what mean an anthropocentric perspective, and their studies object it is the "tourism industry", the sustainable tourism.

The outlook of environmental ethics is systemic; man is not in the center of their values. In the perspective of environmental ethics, each human activity, including tourism activities, may accept the prevalence of the " biotic community and non-biotic community", the Land Ethic with their values, in the sense of philosophy, Ethics and Aesthetics.

"Land use ethics are still governed wholly by economic self-interest, just as social ethics were a century ago." (Leopold, 1947: 245)

In the last century, moral reflection has turned itself to a new object: the environment. The philosophical synthesis concept of environment is culture more nature.

Nature shall be included in our field of moral reflection, our duties, which were previously limited to human beings, and will now be extended to other natural beings - the concept of an enlarged community of natural beings. That is the perspective of the critique to the anthropocentrism. The second principle of the Environmental Philosophy is the critical perspective toward the ethnocentrism:

"Ethnocentrism is an emotionally conditioned approach that considers and judges other societies by their own culture's criteria. It's easy to see that this attitude leads to contempt and hate of all ways of life that are different from that of the observer. " (Dias, 1961)

The critique of ethnocentrism not only justifies the respect for all national cultures and all forms of classical and popular cultural expression, but also rejects any notion of superiority from a certain model of society, race or ethnicity.

In this sense, it expands the concept of products of cultural goods far beyond the great museums, master oeuvres, classic heritage... including cultural landscape.

The "environmental reason" formulates a new categorical imperative for human action, beyond the Kant maximum of forming individual ethics of acts with the principle of a universal law, a new ethical framework, which stems from the need to configure the human conduct within the limits that safeguard the continuity of life and its diversity (Hans Jonas).

Tourism is not only an economic activity, a new "industry" and perhaps its growing economic importance is inseparable from some of the most profound sociological and political change that marked the 20th century, the growth of middle class and the institutionalization of democratic rights of citizens, but also an even more radical change, the repositioning of the human being promote by the Environmental Philosophy and their Environmental Ethics's.

The Global Code of Ethics for Tourism, adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged the Organization to promote effective follow-up of its provisions. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document. (UNWTO, 2012)

The actuality of the principles set out by the Global Code of Ethics for Tourism, does not mean that we can not put into question its vagueness and generality. They need to be confronted with world tourism developments in recent decades, in the perspective of the environmental crisis that affects our present and future and refocused in the context of the paradigm of Environmental Philosophy and their Ethics. It is necessary developed the Tourism Code of Ethics and promote their implementation into the professional stakeholders, business and public administration.

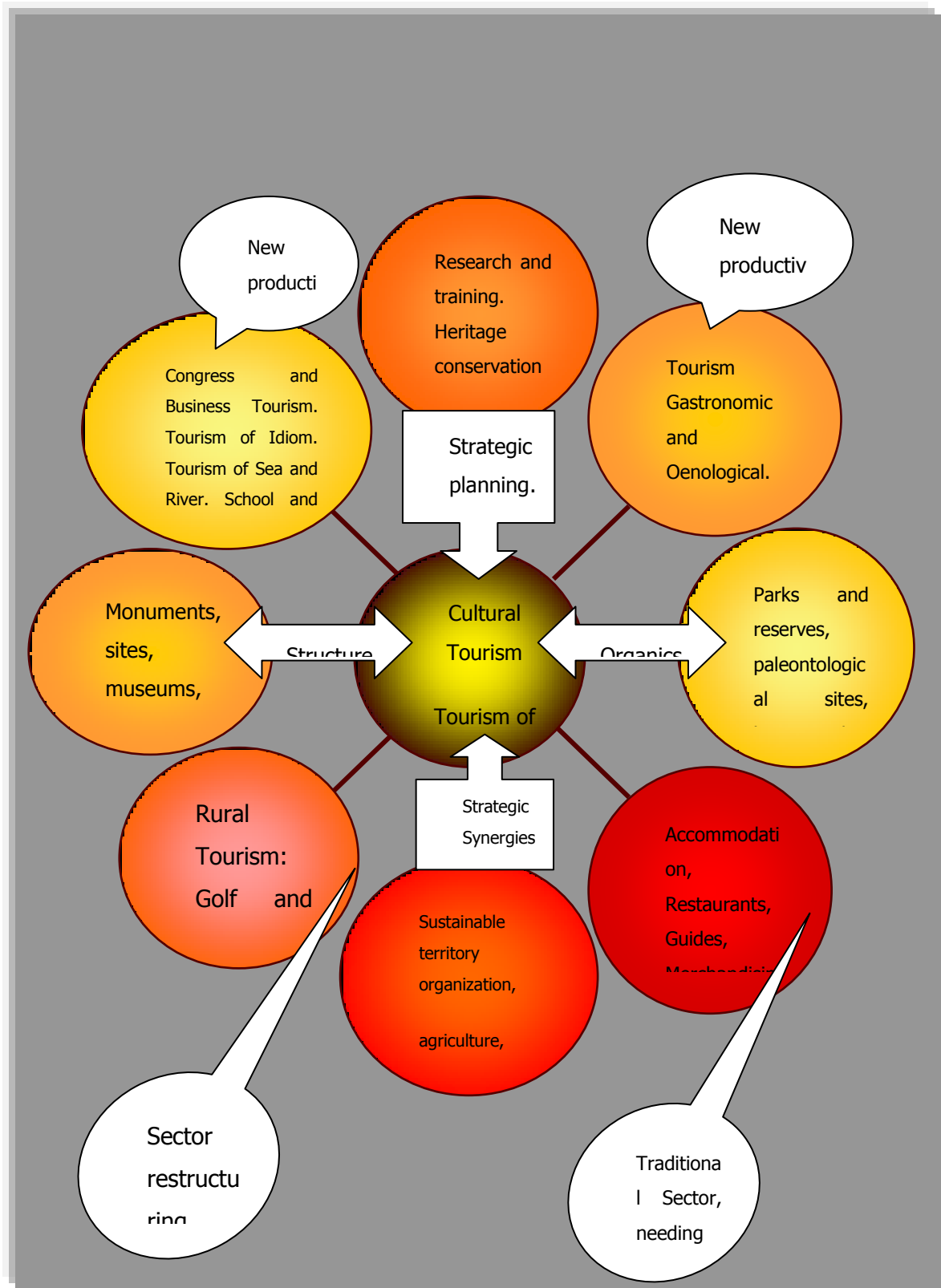
Tourism concept

The dialectical relationship between Tourism Scientific Corpus and their social status and functions configure this corpus as the modern Ecology: the best way to delimit the modern tourism might be consider him in terms of the concept of levels of organization, viewed as a kind of «spectrum of cultural tourism and tourism of nature» ... irradiating a new synergistic energy.

Cultural Tourism and Tourism of Nature are in the center of the spectrum, representing their core business; from this center we can found a complex dialectical network with several levels of organizations: organic, economic, socio-cultural, political... structured as ecosystems autonomous, but, linked one to each one .

The best definition could be the more sample: **Environmental Tourism**,

Figure 2: The new paradigm: Environmental Tourism



CONCLUSION

Accurate

Tourism isn't only an economic activity, and perhaps their growing economic importance is inseparable from some of the most profound sociological and political changes that sign the twentieth century:

The growth of the educated middle class and their mobility, facilitated by the formidable scientific-technical revolution, the woman emancipation by the employment, the institutionalization of the democratic rights of citizens, the contention of the war.

But also an even more radical change, the repositioning of the human being face to face Nature and inside Nature, made by the Philosophy of Nature and Environment and their Environmental Ethical's, if tourist activity have conscience or not, blindly by the appearance of economic expansion and uninterrupted success over the past fifty years, marked by empiricism and reducing tourism as an economic activity.

Together, those new phenomenon constitute critical factors of paradigm change.

Consistent and Simple

Our research way could conclude, about the concepts of Cultural Tourism and Tourism of Nature (Ecotourism) that are organic and productive branch of a new tourism model or paradigm.

Cultural Tourism and Tourism of Nature (Ecotourism) offers are composed by material and immaterial products incorporating in the levels of planning, design, organization and promotion, contents and materials from the domain of culture and scientific culture and heritage.

The scientific substance of Cultural Tourism, are the Museum and Heritage Sciences.

The scientific core of the Tourism of Nature (Ecological Tourism), are the Environmental Sciences and Cultural landscapes.

However Cultural Tourism and Tourism of Nature (Ecotourism) offer must be adjusted to the dynamics and the objectives of the tourism economy, in the framework of the management of their Value Chains.

Throughout the research process, studying *competitiveness, productivity and sustainability*, we set focal point on the debate around the concepts of Cultural Tourism and Tourism of Nature (Ecotourism), their Routes and Circuits, the "Rosetta Stone" of the question.

Freeing those concepts from the arbitrarily and subjectivity, constitute, the key to build and sustain the tourist destinations, and the element aggregator of a new philosophy of tourism.

Broad Scope and Fruitful

In our perspective and in the viewpoint of Philosophy, the core of the new paradigm, **Environmental Tourism**, is the integration of the diversity of nature and culture, shaped on the cultural landscape and their metamorphosis in Cultural Tourism and Tourism of Nature (Ecological), linked to the others branches of tourism activities (12 categories or types of tourism)

Finally, this perspective considers that tourism have a singular economic, a second dimension anthropological and socio-cultural, conducing to a third dimension, historical and political. And is determinate by a four dimension, the reintegration of the human being in Nature without any privilege, providential destiny and supremacy, the critical cosmovision from the environment philosophy and environmental ethics (with aesthetic values).

REFERENCES

Papers

- Berleant, A. (2011) *Changing Landscapes*, Keynote lecture at “Transition Landscapes/ Paysages en Transition,” International Conference, Lisbon, Portugal
- Berque, Augustin (1993). ”*L’écoumène, mesure terrestre de L’Homme, mesure humaine de la Terre: pour une problématique du monde ambiant*”, *L’espace géographique* 4. (pp. 299-305)
- Butler, R.W. (1980) The Concept of a Tourist Area Cycle of Evolution: Implication for management of resources, *Canadian Geographer*.
- Gil, F. (2007) *Algumas Reflexões Sobre Instituições Museais Científicas, Contributo Para O Debate Nacional Sobre Educação*, Visionarium_Vila da Feira, mc²p.
- Queirós, A. (2013) Fields of Demeter: the impossibility of separating the science, ethics and aesthetics in the hermeneutics of the landscape. In *Revue Philosophica* nº 40. Department of Philosophy of FLUL. ISSN: 0872-4784.
- Queirós, A. (2014). Cultural Tourism and Economy of the Heritage. In *Journal of Tourism and Development*. University of Aveiro. ISSN: 1645-9261 (pp. 107-117)

Books

- Action Plan for the Human Environment. B.5. Development and Environment. *United Nations Conference on the Human Environment A/CONF.48/14/Rev.1* -June 1972 Stockholm, Sweden.
- Berleant, A. (2004) *The Aesthetics of Natural Environments*. Co-edited with Allen Carlson Peterborough, Ontario: Broadview
- Caraça, B. (2003) *Conceitos Fundamentais da Matemática*. Lisboa, Gradiva.
- Costa, C. (1996) *Towards the Improvement of the Efficiency and Effectiveness of Tourism Planning and Development at Regional Level: Planning, Organizations and Networks, The case of Portugal*. University of Surrey.
- Dias, J. (1961) *Estudos de Antropologia, Volume I, Uma introdução histórica à etnografia portuguesa*. Lisboa: Imprensa Nacional-Casa da Moeda.

- Dubos, R. (1973) *Les Dieux de l'écologie*, trad. fr.. Paris: Librairie Arthème Fayard.
- Espinosa, B. (1960) *Ética. Demonstrada à maneira dos geómetras. Parte I. De Deus*. Introdução e Notas de Joaquim Carvalho. Atlântida Editora. Coimbra.
- Heidegger, M. (1977). *Der Ursprung des Kunstwerkes*, in Holzwege, "Gesamtausgabe", Band 5, Frankfurt am Main, Vittorio Klostermann.
- Johannesburg Declaration on Sustainable Development. *World Summit on Sustainable Development* A/CONF.199/20 September 2002 Johannesburg, South Africa
- Jonas, Hans (1984) *The Imperative of Responsibility. In Search of an Ethics for the technological Age*. Chicago. Chicago & London, The University of Chicago Press.
- Lakatos, Musgrave ed. (1970). *Criticism and the Growth of Knowledge*. Cambridge: Cambridge University Press.
- Leopold, A. (1949) *A Sand County Almanac*. New York: Oxford University Press.
- Kotler, N. and P. Kotler (1998) *Museum Strategy and Marketing*. San Francisco: Josey-Bass
- Kuhn, T.S. (1962) *The Structure of Scientific Revolutions*. Chicago: University of Chicago Press.
- Spinoza, B. (1988) *Éthique*. Texte original et traduction nouvel par Bernard Pautrat. Paris : Éditions Seul
- Swarbrooke, (2002), *Sustainable Tourism Management*, New York: CABI Publishing.
- Ziffer, K.A. (1989) *Ecotourism: The Uneasy Alliance*. Washington DC: Conservation International.
- Book chapters*
- Butcher, J. (2011) Against Ethical Tourism. *Philosophical Issues in Tourism*. Edited by John Tribe. Bristol: Channel View Publications. (pp. 244-260)
- Fennell, D. (2011) Ethics and Tourism. *Philosophical Issues in Tourism*, Edited by John Tribe. Bristol: Channel View Publications (pp. 211-226)
- Jamal and Menzel (2011). *Philosophical Issues in Tourism*. Edited by John Tribe. Bristol: Channel View Publications. (-0)
- Queirós, A. (2013a) "A new alliance, environmental tourisme and cultural landscape". In *Landscape and Imagination, Towards a new baseline for education in a changing world. Paysage et Invention. Evolution des enseignements dans un monde en transition*. UNISCAPE. Bandecchi&Vivaldi, Florence ISBN 978-88-8341-548-7 (pp. 107-112).

Queirós, A. (2013) *Manual of philosophy and Landscape Architecture. A handbook*. Coordination of Adriana Veríssimo Serrão. "Landscape tourism". Edition CFUL. ISBN 978-989-8553-12-6. (pp. 177-187)

Queirós, A. (2013) *The economy and ecology of heathlands*. "Cultural agents of change and the sunset of environmental services". And "Old farming mountain systems". Published by Alterra (Wageningen-UR (University and Research Centre). INBO (Belgium) KNNV Publishing. Neederland. ISBN 978-90-5011-4615. Pages 49-50. (pp. 31-48)

Internet reference

Internet Sources accessed in 03.02.2015

Encuesta de Gastos Turísticos (EGATUR), Instituto de Estudios Turísticos, www.iet.tourspain.es

Informação Estatística, www.ine.pt

ICOM, <http://archives.icom.museum/definition.html>

La fréquentation du musée du Louvre. Chiffres clés 2015 <http://www.louvre.fr/rapports>

La Gestión en la Red de Parques Nacionales. Ministerio de Medio Ambiente. <http://reddeparquesnacionales.mma.es>

EROSKI CONSUMER <http://parquesnaturales.consumer.es/>

Movimientos Turísticos de los Españoles (FAMILITUR), Instituto de Estudios Turísticos, www.iet.tourspain.es

Statistics & Economic, Measurement of Tourism <http://www.world-tourism.org/>

www.iet.tourspain.es