

IMAGE, AESTHETIC AND TOURISM IN POST MODERN TIMES.

Guest Editor

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Image is an important facet of human life that not only is limited to the ocular-centrism. The Greek legacy posed a serious question respecting to how the image is constructed, and of course perceived for reminded. Symbolically, the presence of founding parents was of paramount importance to illuminate communities in turbulent times. In ancient times, some tribes crafted masks of their ancestors so that their legacy not to be lost. Whenever a king dies, some communities copied his/her face in a mask. This master-work served as a religious and political instrument of indoctrination to gain further legitimacy. As the previous argument given, image and death seems to be inextricably intertwined. Nowadays, things seem to be changed a bit. These relics have been stored at museums and technologies facilitated the times and efforts to design landscapes and experience. The world of photography sets the pace to a new revolutionary way of creating digital landscapes from a PC terminal. As a social construe, image represents our attempt to control not only the time, but also the life. One might speculate that many tourist destinations have made from their image their primary resource to success. Undoubtedly, image and aesthetic are of paramount importance to grant the growth of this industry. Tourist destinations appeal to create a meaning, and this meaning evokes an image. Understanding how this image is built and negotiated, we would expand how in diverse contexts tourism works. This was the challenge in managing something new about image and aesthetic in tourism and hospitality. Under this context, we feel that an interdisciplinary special issue dedicated to image and aesthetic not only is necessary but also a pending matter. For this special issue, **Pasos Journal of Tourism and Cultural Heritage** is pleased to accept high-quality full length papers, notes of research, commentary pieces or book reviews that examine the role of image in tourist destinations. As above noted, a discussion of image not only should be limited to what can be seen, interesting research has recently conducted in anthropological field respecting to other additional themes such as patrimony, heritage, sustainability, development, literature, customer loyalty, branding, event-management, governance, risk, modernity, movies, cultural entertainment, technology-TICS, and so forth. Most likely, in these digital times, the camera captivates and puts events in any corner of the globe in minutes, but this acceleration generates a great dependency of the media. Any event, whatever its nature, does impact on tourism ... Policy makers and governments devote considerable time and spend money in designing the image of tourist destination, but their failure depends on the lack of uncertainty of how it evolves. More important, we strongly believe in the needs to open a new debate in tourism-studies to expand the current understanding of image from an interdisciplinary viewpoint.

Abstracts should be sent no later than May 2013.

Final version should be written in English and preferably submitted to the following address not later than July 2013 to maxikorstanje@fibertel.com.ar. Contributor should take into consideration that potential submissions should be cited in APA style, duly accompanied with abstract and 5 key words