



Apuntes sobre el turismo. La regulación del disfrute vía mercantilización cultural [

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Analítica

This paper aims to account for tourism as a mechanism for regulating sensitivity; this 'form' reconfigures the field of culture by establishing 'markets of experiences' for consumption. We will analyze the way tourism becomes a pattern of consumption, studying it as a social practice and an State and Market policy, using as an example some aspects of the Argentine case. The Universal Exhibitions considered by Walter Benjamin allow us to see the continuities/discontinuities in the communicative and educational forms of merchandise, separating leisure/work as a fundamental distinction for the regulation of conflict. Finally, we wonder how this will impact on social relations and experiences of culture in plural

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