

**THE STUDY OF TOURISM:
A Paradigm under Construction?**

*Alfredo César Dachary
Stella Maris Arnaiz Burne
Centro Universitario de la Costa
Universidad de Guadalajara - México*

This article reviews the main studies that have analyzed tourism since the beginning of the XX century until present time. The sustainability scope gives Sociology a new important role which goes beyond the study of the impacts created by tourism. Sociology's main challenge during the XXI century, as it is for other Social Sciences, is to face the actual crisis of paradigms due to the fall of socialism as an alternative model of the actual hegemonic capitalist world.

KEY WORDS: *Sociology of tourism, sustainability, holistic vision.*