

POST - MODERN TIMES

Challenges for Tourism

*Susana Gastal
Universidad de Caixas
do Sul - Brasil*

This paper intends to analyze the conflict situation that occurs between Tourism and local cultural heritage, especially towards folklore and architectonic historical patrimony. It proposes to demonstrate that the conflict relation, thought to be a consequence of Tourism and its interest, as it has been told constantly, is one of the signs of contemporary culture in its complex relations with temporal constructions and memory, under the cultural moment that has been called post modernity.

KEY WORDS: *tourism, cultural heritage, memory, post modernity.*