

THE SOCIAL CHARACTER OF TOURISM

A Systemic Analysis of its Complexity

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This article, based on the system theory of society of Niklas Luhmann, proposes to conceive tourism as a communicative social action. From this perspective and after presenting briefly the basic categories developed by this author, the particular ways tourism produces diverse relations in different social systems is explained. This allows distinguishing the interaction, the organizations and the functional systems of the ample complexity of tourism by its diversity of sense.

KEY WORDS: *tourism, social tourism, complexity, communication.*