

ESTÉTICA Y ESTILO EN EL TURISMO POS-MODERNO
Caso Región Serrana de Santa Catarina (Brasil)

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Abstract: Aesthetics and Style in Postmodern Tourism. A Case Study of Santa Catarina's (Brazil) Sierra Region. The last decades witnessed the emergence of new forms of tourism practices, expressing tourist's interests and also the processes taking place on the supply side. It is in this context that the term postmodern tourism, clearly inspired by research on post modernity, got employed in the literature. Such tourism is the subject matter of this article, which explores the meaning of that term and takes it as the ground for studying the tourist sector in the upland region of Santa Catarina, in Southern Brazil, where hotel-farms and the flourishing of a tourist destination based upon the landscape and the climatic features of the mountain areas deserve attention. In both cases there seems to be interactions between simulational and authentic experiences.

KEY WORDS: *tourism at post modernity, upland region of Santa Catarina, hotel-farms, "European" attractions.*