

TOURISM, TERRITORY AND LANDSCAPE ALONG THE COAST OF THE BUENOS AIRES PROVINCE (ARGENTINA): 1920-1940

Perla Ana Bruno
Adrián Domingo Lemme
Universidad Nacional de
Mar del Plata - Argentina

The aim of this paper is to make a contribution to the knowledge of the transformation of the province of Buenos Aires (Argentina) coastal area into a holiday place during 1920-40 a period influenced by social and cultural transformations. In order to analyze this process, a parallelism will be made between the institutionalisation of the tourism developments and the new receptivity to seaside resorts. While the tourists habits changed -as did the rest of ideals in sequence to create modernity patterns- this new instance enabled the Buenos Aires seashores to become a touring landscape. But, at the same time the discourse of politicians when dealing with tourism continue to consider it as a civilization factor, prosperity generator and a way to enhance national traditions.

KEY WORDS: *tourism history, touring landscape, coast of Buenos Aires, seaside resorts.*