

RITE, CULTURAL CHANGE AND THE CYCLICAL NATURE OF TOURISM

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This text seeks to present the general model of tourism according to a cyclical perspective, where the activity is understood like a space-time extraordinary and ritualized, considering that the tourist experience is likely to promote changes in the conduct of the tourist on their society of origin, representing a relatively important factor of socio-cultural changes.

KEY WORDS: *tourism, rite, cultural change.*