

THE MYTH OF PARADISE LOST IN THE DEFINITION OF THE TOURIST DESTINATION

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Promotion of the top rated tourism destinations and their international image elements show some similarities. These similarities occur even among distant destinations with differences in geography, society, culture and climate. This research note raises the question of the potential existence of some cultural elements that evoke these similarities. We propose the "Paradise Lost" as a possible cultural element of evocation in the promotion of the holiday destinations. The desire to return to a paradise from which humans were once expelled is an element present in the mythologies of civilizations from different continents. The common elements of this myth in different cultures coincide with the common elements in the promotion of many holiday destinations. Therefore, many vacation destinations offer an "island paradise inhabited by the good Savage" and sell the temporary return to paradise lost.

KEY WORDS: *Island, paradise lost, myth, noble savage, return, promotion, tourist destination.*