

# TOURISTIC IMAGINARIES, ATTRACTIVE CONSTRUCTION AND NEW AGE

## The Case of San Marcos Sierras (Argentina)

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*Research in Geography about tourism issues have been modified considerably in recent decades. This change, both theoretical and methodological, is related to the emergency of new cultural approaches from the so-called "New Cultural Geography." In this context, tourism ceased to be perceived as a simple economic device to be understood in a wider and complex sense, including social experiences and cultures of geographical subjects. Moreover, cultural perspectives were allowed to add new forms of tourism, and the territorial consequences that these processes were generating about landscapes, subjects and groups. Among the new tourist forms emerges newager tourism, which integrates a wide and diverse range of modalities from mystical tourism, reflection, esoteric, ritual practices related to indigenous groups, alternative therapies to new spiritual and ufoturismo. The article proposes to approach, from a case study: San Marcos Sierras (Córdoba), the singularities that are found in the attraction building process of this mountain village, as well as touristic imaginary on display on the territory from the new age form of tourism. This is an exploratory and descriptive work on a qualitative approach supported by the survey of tourism promotion material, accommodation offers and socio-territorial via web, complementing the analysis of newspaper articles and official webs of the Township.*

**KEY WORDS:** *touristic imaginaries, New Age, territory.*