

PHYSICAL AND VIRTUAL ASPECTS OF URBAN TOURIST PRACTICES

The Case of Buenos Aires, Argentina.

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Since a few years back Buenos Aires has become one of the most important tourist destinations in Latin America. Promoted as the Cultural Capital of the region, attractive places to visit are advertised, as well as cultural experiences that seek to attract tourism. On the other hand, tourist practice has changed and the contemporary tourists use virtual tools to get to know and interact with the place they visit. Based on these premises, this paper observes the role of the virtual and physical/experiential aspects of the construction of Buenos Aires as a tourist destination. In this sense we ask ourselves: What city is fabricated by web sites, social networks and tours? What physical and virtual practices are carried out in the city? Through an Ethnographic and Netnographic study which contemplates virtual media related to local tourism and observation of tours that go through the city the interaction between the physical and virtual aspects of the touristic Buenos Aires will be analyzed.

KEY WORDS: *Tourist city, Buenos Aires, physical, virtual.*