The fantasy of the natural/cultural elements as symbolic tourist attractions through senses and technology

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Abstract
The purpose of this paper is to understand the importance of the traditional knowledge on the use of space and events organisation, in the hedonistic practices associated with leisure and creative processes in tourism innovation, throughout new forms of intelligence, such as the artificial one, better known as A.I. We cannot dissociate this kind of so-called intelligence from the authenticity of the memories that are still remembered by the real agents of culture - the people who live in the places that are visited by tourists. And these are the ones who can capture the interest of these visitors, arousing it with the explanations of their sensorial stimulation; this is already possible for a better comprehension of the usage of culture in visited places. It is on the excellent use of communication, by its awareness, that we can get better learning for the heritage safeguarding.

By our knowledge based on long-term ethnographic immersion on the Portuguese rurality, and in the bibliographic review, we propose the usage of the communication based on the traditional wisdom that can be taught by the locals, in tourism sites, and on media applications. The creation of attractions in tourism must be equational to the primacy of ethical principles with culture and technology.

Keywords: tourism, heritage, senses, creativity, technology