

## **THE RESIDENTIAL TOURISM: A MANIFESTATION OF NEW TOURISMS AND NEW TOURIST BEHAVIORS IN THE 21<sup>st</sup> CENTURY?**

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The rapid urban expansion, on one hand, and the international massive human mobility, for other, they represent interrelated processes that they go consolidating in the current millennium. The transnational links, the advances in the transports technologies, the peak of the information knowledge and the socio-cultural changes impact in a human intense mobility whose process cannot be considered like a simple repetition of the migratory experiences of the past. These movements of people, very especially in the developed countries, they are developed in a new context characterized by multidirectional flows that give place to new and complex forms of mobility that imply social, economic and cultural consequences. Among them it highlights the tourism residential understood in the mark of a new conceptualization of the lifestyle mobilities, in those that impact a search in new ways of tourism and new forms of lifestyles.

In the 21<sup>st</sup> century the residential tourism, related to the lodging in private housings, he has given place to very complex types of human mobility. It is about movements that move for a nostalgia of landscapes and lifestyles, different from those that surround them in their habitual and/or daily spaces. They are new forms of social installation in those that people build new residential spaces far from their origin territories in those that reorient their personal trajectories in those that are basic the search of the personal self-realization and of a better quality of life.

The parameters of change of the current society that influence in the new tourist behaviors are defined by an increment of the expectation of life of population that implies an increase of a bigger readiness of time for the leisure, the changes of the standards in way of life in those that it is necessary to travel to be happy and /or the changes in each stage of the cycle of people's life in function of the wanted experiences, impact in the emergence of new ways of tourism related to the human mobility that they imply the construction and/or the reconstruction of places and tourist spaces.

The phase of the *Post-Mass-Tourism* has as objective to reach feelings and to live pleasant experiences to escape of the daily routines. This behavior is related with the revolution in the bases of the modern economy in the one that the economy of the

knowledge and the experience is based on the sensations. When buys himself an experience it is paid a memorable time of events that accompany her.

In this context Buhalis (BUHALIS, 2001) defends the existence of a progressive tendency of substituting traditional «S» of the mass tourism of sun and beach (*Sea-Sun-Sand - Sex - Sangria*) and urban (*Short breaks - Sightseeing, Shows, Scotch Whisky*) for new «S» of the tourism of the 21<sup>st</sup> century (*Sophistication, Specialisation, Segmentation, Satisfaction, Seduction*).

Among the new attitudes they conform the new tourist practices it highlights the rediscovery of the slowness in the time of leisure. In front of a situation of acceleration that characterizes the current society it is imposed a slowness in the period of vacations. Appear this way products based on the deceleration of the time (as Slow Tourism, Slow Food, Slow cities...) in those that it is considered to the slowness like antithesis of the speed. The immersion in the nature and new cultural motivations (arts, culture of life, local customs and gastronomy, among other) are practical of this typology.

A great complexity exists in the conceptualization of the residential tourism. From the perspective of the use of the second home they highlight two basic perceptions basically:

- The use of the second home as element of parallel consumption to the conventional tourism. It coincides with the basic behaviors of the mass tourism of the one that alone he differs for the type of use of the infrastructure of lodgings and demanded services. It corresponds to similar motivations to those the mass tourism related to the traditional vacation in apartments and/or second homes. It corresponds to migrations related to a social construction of the tourism like escape and search of objectives to overcome and/or to forget the difficulties of the daily life and of the conditions of work of the phase of the urban industrialization.
- The second perception is that of the residential tourism as a result of the manifestation of tourist new behaviors in the 21<sup>st</sup> century. In this perception it should be kept in mind the revaluation of new environments of life and work. In the developed societies they register changes in the values, typical of the postmodernism. This way appears a vindication of the nature based on the nostalgia of landscapes and lifestyles of the past, imagined or real, and on the impact of the environmentalism or ecologism. All they imply the emergence in new ways of tourism. In this framework they highlight the counter-urbanization phenomena based on the migrations of the city toward the rural spaces that they can provoke processes of rural gentrification. This concentrated manifestation toward rural destinations that have had great importance in Tuscan, Dordogne or Majorca Island, they are practiced as a migratory lifestyle whose profile belongs to economically active and retired people that go toward rural bucolic destinations. This form of rural rural gentrification implies the search of rural valued environments.

That's is why can affirm that the current residential tourism alone partially is a manifestation of new tourisms and new tourist behaviors of the 21<sup>st</sup> century. From the perspective of new tourisms it highlights the human mobility related to the search of new lifestyles, very especially in the case of the international retired migrants. This perspective

can detect in the framework of a new culture of leisure that leaves applying in the last decades of 20<sup>st</sup> and beginnings of the 21<sup>st</sup> century progressively. It is based on the search of the construction of new spaces of pleasure / leisure.

It can present tensions and possible exclusion spaces in the relationships between these new residents and the local residents. In this way can to provoke the appearance of speculative phenomena of the real estate sector creating spaces offered as new «paradises» of scenic authenticity. This construction and reconstruction of places and tourist spaces should be framed in a context of the globalization whose objective is to offer paradises that imply the creation and/or the emergence and the diffusion of specific resorts with the creation of spaces of pleasure. In definitive, the construction of new spaces and tourist places. He should stand out that many times it implies the investment of new tourist places related to the creation of tourist destinations for new experiences. Or simply to offer an *New «Old» tourist destination*. Everything transforms it into a strategy behalf to the emergence and/or consolidation of new destinations, linked to new experiences.

The problem of conceptualizing the residential tourism imposes the necessity to promote an research to explore its complexity of its study to know its key values and the interrelations among tourists, tourists residents and welcoming population.

