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The meaning of aesthetics in tourism

Reaching to Plato's meaning of beauty and the way it was defined over the centuries, aesthetics identifies beauty with cognition which is a part of an aesthetic act (which itself is also a form of cognition). The objectivism of beauty in aesthetics is questionable since not all categories can fit into the perception of an individual. On the contrary, if the perception of beauty is interpreted as pleasure, then the cognition can be objective, despite the subjective character of categories signifying the perception.

The authors analyze the aesthetic values of tourism. The attempt to define the canon of beauty is difficult, since the perception of beauty has been changing over the centuries both spiritually and subjectively.