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Night and Light : Nocturnal Tourism

*Raquel Cambrubí, Lluís Coromina and
Jaume Guía*

Learning outcomes

After reading this chapter, you will be able to :

1. Understand diurnal and nocturnal dimensions of touristic and recreational activity.
 2. Understand the importance of light phenomena in urban and natural spaces.
 3. Appreciate the policy implications of night-time recreational activity and artificial lighting.
 4. Gain knowledge of tourism products and experiences based on attributes of darkness.
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Introduction

In this chapter we deal with daily time cycles in relation to tourism, in particular differentiating the temporal variations between day-time and night-time. The day is the time normally considered for action and the night for sleep, or at least for rest. Therefore tourism activity is usually concentrated during day-time. Consequently, the taken-for-granted and dominant images of tourism destinations are most often represented in the form of day-time images, when the natural light of the sun bathes every corner of the visual landscapes. This leaves night-time as a secondary player, if at all represented, in tourism destinations' product, marketing and branding strategies.