The aim of this article is to make a contribution to the theory of the complex and dynamic phenomenon known as tourism. Through the Paradigm of Complexity it intends to demonstrate that there are many and temporary truths in tourism. It approaches the categories communication, places, no-places and between-places as means for a better understanding of tourism. It also presents new discussions and shows the relation between daily life and the academic community.

KEY WORDS: tourism, geography, communication, Paradigm of Complexity.