Abstract
Tourism, in its urgent need of re-conceptualizing itself, demands emergent ways of approaching, methodologies for its conception and permanent awareness for its practice. It is to give "a new use to known things" (Dewey, in Freire, 1969:121). This is why tourism would not have weighing conducive elements and that historically have given it space inside and out of its own area, had there not be a recognized and conscious experimental process. Human beings lead the scene, since their way of living makes them realize their attitudes and begin to encourage values where tourism becomes different: to know that experience can be systematized and, simultaneously, can make tourism a systematizing experience of permanent character.

Keywords
Systematizing of experiences, process experiential, exercise of the tourism, new use of the known things.