Chapter 5
Divorcing after Holidays: From Sacredness to Post-Vacation Blues Syndrome

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ABSTRACT
Divorcing is a common-place practices that characterized our modern daily life. What is more than interesting to explore is why one of third takes after holidays. Are holidays accelerating the social decomposition the founding parents of sociology denounced in earlier century? or simply, as Maccannell puts it, tourism serves as a valve (mechanism) of cohesion similarly to the role played by religion/totems in primitive societies? To answer these questions, we present statistical information given by the Dirección General de Estadistica y Censos (Ministerio de Hacienda GCBA). Although this information had its own limitations, which suggests more investigation is needed, we strongly beliefs the outcomes shed light to embrace the theory of vital cycles, as it has been formulated by Turner.

INTRODUCTION
Tourism has expanded worldwide due to two main factors, which are associated to its economic growth and the working condition improvements accelerated by the end of WWII. Today, for many family’s holidays represent an acquired right not only because it liberates peoples from working rules, but con-signing memorable moments. As a social mechanism of escapement, tourism revitalizes the psychological frustrations of daily life. Although some interesting studies focused on the daily habits or behavior during consuming leisure, less attention was given to tourism as a sacred-space (Krippendorf 1982; 2010; Deem, 1996; Urry, 1988; Korstanje & Busby, 2011). The metaphor of tourism as lost-paradise still remains unchecked (Korstanje & Busby 2011; Korstanje 2009; Cantallops & Cardona 2015). If tourism is characterized by a temporal stage where pleasure is maximized, what happens whenever the subject should be returned to working life, is one of the aspects now are being discussed by specialists and therapists. The concept of post-vocational syndrome, a pathology which ranges from depression towards divorce, is being explored by psychology. Some original hypotheses infer that holiday-makers

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suffer some cognitive adjustments, at time they are rechanneled to the routine, from where they departed. The conceptualization of holidays as a lost Eden bespeaks of an eternal state of prosperity where all needs are fulfilled. As an ideal stage, holidays generate higher expectances sometimes are conjoined to violent reactions, when ideals do not match with reality. Even if the symptomatology of Post vacation-syndrome is very hard to grasp, some voices speculates there is some unstudied connection between the rate of divorces and holidays. Here two questions are raised, are people divorcing after returning from their holidays? to what extent tourism plays a crucial role in this process of disruption?

The goal of this chapter aims at discussing the negative effects of post vacation syndrome in order for policy makers to conduct efficient instrument of advertising. The fact is that efforts and sophistications of advertising sometimes produce idealized image of destinations that produce serious reactions when are suspended. We are daily bombarded by suggestive advertising whose primary aim is the conditioning of consumption, however, under some context, between the idealized image of the product and our possibilities there is a gap. The growing number of divorces may be very well a key factor that is accelerated by the divergence of cognitive dissonances caused by marketing and tourism-management.

The number of divorces is undoubtedly exceeding marriage worldwide. Not only, families are placed in context of change by the rise of informal civil unions but 50% of American families have a second marriage. Following this, the average impact of marriage/union interruption is almost 3/7 years. This social fragmentation produces negative consequences for children who spend less time with their parents or even inside the couple by the increase of intra-marital violence. Some ciphers show that in Argentina one of three divorces is encouraged by women. From 2001 to 2010, in Argentina were almost 564396 legal divorces. If in 80s decade almost 114 couples divorced in a daily basis, this decreased to 87. However, something changed from 2001 to 2010, where statistics reveal almost 172 divorces per day. One from 3 cases is divorces forced in post-holiday context (Himitian, 2012). The goals of these short notes of research are twofold. Originally, we explore on what specialists call as post vacation distress syndrome, which is explained as a state of depression formed by the divergence between the idealized image of holidays, the expectances posed to balance the daily frustrations ordinary people feel, and the return to work. It may range from bad mood, distress, lack of appetite, disorientation, insomnia, lack of motivation or even the rupture with the family. Although the material on this “post vacation blues syndrome” is slim (Hiltunen, et al 2004), it is important to determine to what an extent divorce results from the encounter between the dreamed and real world. Patients suffer at time they are re-entered to the normal routine, they originally wanted to escape. Secondly, we examine “how the metaphor of paradise” that exploits tourism marketing and destination policy makers is formed.

**Preliminary Discussion**

The act of traveling needs from trust and security. Though the etymological origin of tourism stems from Old Anglo Saxon, *torn*, which means going out of home to return later or roundabout travel (Korstanje 2007). Much has been written on the role of technological breakthrough in the configuration of modern travels. At some extent, tourism (in modernity) surfaced by a combination of different factors which range from betterments in working conditions to the acceleration in mobility systems (Towner & Wall, 1991; Towner, 1985; Kevan 1993; Seaton 1998). Put this in the terms of travel or not, George, Inbakaran & Poyyamoli (2010) focus on the needs to create an all-encompassing theory as to why people travel but return to home at a later day. Indeed, in what seems worthy discussing, tourism is an activity that denotes mobility and return. In perspective, not only people are subject to different consuming preferences
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