There is a need to bridge the gap between theory and practice in our understanding of how people perceive and change the natural environment, use and re-use knowledge and make a living in a glocal world. Concepts such as local knowledge and even local people seem to have lost their analytical strengths and meanings in the real world of trade, regardless if the trade is in intangible goods, such as adventure tourism or in tangible, material goods. This muddling of categories and the breaking of boundaries are especially prominent in tourist intensive places where locals “sell” their natural landscape in the form of adventures to tourists, who eagerly absorb and try to make this “exotic” world theirs in their intensive longing for authenticity. In this encounter between human beings, a constant exchange of knowledges take place that influences both parties, albeit in different ways. The incentives of the “locals” are to improve and develop their business and for that they need to understand what triggers the tourists; how they perceive the local landscape and the people living there. The incentives of the tourists, on the other hand, are to maximize their images of being a “cool” experienced adventurer, who happily shares his/her knowledge with the “locals”, who at the end of the day, is still a “local”, but maybe in a surprisingly global way. In this interaction, there is less a question of a “clash of civilization” (Huntington), but more of a genuine human dialogue.

This paper explores the shaping and re-shaping of the natural landscape through the intricate details of daily human interaction - the richness of sharing of knowledge. In this paper, I will put the frame of the discussion in the world famous rafting area of Beskonak in the National Park of Köprülü Canyon in the Taurus Mountains of Turkey, but also other ethnographic examples will be presented highlighting my conceptual arguments.

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