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THE SCIENTIFICATION OF TOURISM

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Perhaps few phenomena have evolved as rapidly as tourism -and all that, despite tourism's ancient heritage-, only during recent decades. As communities and countries discovered its economic potentials and mustered their efforts to tap them, tourism suddenly evolved into a business, a trade, an industry. Even more significantly, it was elevated, first, to the rank just below that of oil, then at par with it, then above it; and now it is destined to become the largest industry by the year 2000, if not sooner. Understandably, this impressive transformation has also stimulated efforts in research and education. The former was mostly in response to emerging socioeconomic issues the latter to the growing demand to fill various positions in the multi-faceted tourism industry. Today, as research and education streams converge, the scientification course of tourism be studied and guided. Based on personal insights and a review of literature, this paper provides a retrospective view of tourism as it evolved to its present educational, research, and scholarly footholds, and promote a discourse on the need to identify and meet many challenges ahead –as tourism advances to new scientific fronts and as it assumes its place alongside other established fields of study.

KEY WORDS: Education, research, scholarly attempts, scientification of tourism, body knowledge

THE URBAN ENVIRONMENT AND PUBLIC INCENTIVES

Alfredo Ascanio

When the decisions taken at a local level are related to the public incentives to promote tourism projects esthetically integrated in urban areas, it will be necessary to rely on qualified staff to negotiate with the private sector. These professionals should be able to use the same financial and analytical tools used by that sector.

KEY WORDS: Public incentives, financial analysis of projects, negotiation

HOTEL INDUSTRY CAPITAL ACCUMULATION

A theoretical model of its interpretation

Maribel Osorio García

The economic description of this activity is derived from its being perceived as a capital's economist accumulation process whose rotation cycles express the capital's economic and spatial shapes and movements. These productive and commercial phases of the hotel industry accumulation process are theoretically constructed taking as a basis the neo-marxist explanation.

KEY WORDS: real estate capital, hotel industry, work force, means of production