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THE HIDDEN POWER OF SYMBOLS IN THE TOURISM INVESTMENTS

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This essay focuses on the importance of the symbolic processes, in the case of Eurodisney and adventure tourism, as regards the expectations the prospective users of such tourism modalities may have. It also aims to highlighting the fact that the research processes should include an analysis of the symbolic aspects so that the investments made are more successful.

KEY WORDS: Symbols, tourism industry, Eurodisney, adventure tourism.

TOURISM AND DEVELOPMENT, A NEW MODEL OF RECOLONIZATION. THE SAN PEDRO (BELIZE) CASE

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This paper summarizes some of the main conclusions from a study on the development of tourism in the Western Caribbean, especially in San Pedro, Ambergris (Belize). The study describes the changes the tourism process has undergone, and the social and environmental damage caused by such process. Two development models are briefly described: a "shared" model (the Mexican case), and a recolonization model (the Belize case).

KEY WORDS: Tourism, development, recolonization, social changes, ecological damage, San Pedro, Belize.

WHALEWATCHING IN GOLFO NUEVO, ARGENTINA

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About 100,000 tourist watched the southern right whales in Golfo Nuevo, Península Valdés (Argentina), during four seasons. The demand increased from 1990 (16,500 tourist) to 1993 (33,950 tourist). From 1991 to 1993, 80,389 people took part in 5,357 boat trips. More whale watching boat trips were reported in 1992 than in 1993 (2,209 vs. 1,706) in spite of the fact that this year demand increased by almost 5,000 people. The difference was due to better use of the boats capacity for 40 people and to reduced competition resulting from a reduction in the number of outgoing concessionaires. Whale watching in Patagonia has become an important activity based on a species in danger of extinction. However, as a result of the lack of any management plan based on impact studies, whale watching activities have met the needs of the demand without considering the long term effects on the species involved. The development of such a plan is highly important in order to stimulate an ecotourism activity that will assure the southern right whale's preservation.