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NEW TOURIST PRODUCTS DEVELOPEMENT IN GRAN CANARIA Analysis of cultural and environmental aspects

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The Canary Islands are an important tourism destination for those tourists looking for sun and beaches. The new expressions of tourism in fashion, however, enable to think of creating new tourism products with a lower environmental impact.

KEY WORDS: CANARY Islands, impacts, National Parks.

AGRITOURISM IN THE SOUTH OF CHILE

Pablo Szmulewicz Espinosa

This paper deals with a research project concerned with the facilities for rural tourism in the lake's area of the south of Chile, with special emphasis on those facilities located on the banks of the Llanquihue lake, the largess one in the country. 28 rural tourism facilities have been identified in the area under study which stretches 20 km all around such lake. 18 of those facilities were checked and the enquire is expected to be finished 1994 year. The results point out that there is a new form of rural tourism, where the agricultural and cattle raising activities of all times are combined with the temporary lodging of visitors who wish to spend their holidays in a rural environment. Besides enjoying their traditional leisure time activities the city dwellers acquire some knowledge of farm life, something rather unknown to them. Personalized services and the warm family atmosphere provide high degree of satisfaction for the guests, while the development of a new economic activity contributes to increase the income from agriculture and at the some time makes full use of the spare capacity of the large farm houses in the area.

KEY WORDS: Rural tourism, lodging facilities, southern lakes, Chile.

RESEARCH OF POSTGRADUATE TOURISM STUDIES' DEMAND*Anaida Meléndez U.*

In order to improve the level of the postgraduate curricula and to achieve a better insertion of the postgraduate institutions in the social, economic and intellectual environment, this paper deals with several aspects of a research project on the demand for postgraduate studies in the field of tourism. Based on scientific methods, such research project may evidence that there is professional interest in postgraduate studies and it may also provide useful information leading to consolidate exiting programs and to launch new ones. Further more, it will be useful tool to monitor the influence of such programs in view of the academic interest level.

KEY WORDS: Market, demand, research, postgraduate institutions, business sector, postgraduate studies.