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BASEMENT FOR A FUTURE TOURIST THEORY

Manuel Gurría Di-Bella

Considering the trends the tourism activity will follow according to a set of studies prepared by several agencies and organizations this paper outlines a model based on the general Theory of Tourism and the characteristics of the tourism product in the word scenario.

KEY WORDS: tourism, human relations, integrated total quality.

BRITISH AND AMERICAN EXPERIENCE AS REGARDS THE ASSESMENT OF THEIR TOURISM POLICY IN THE 70'S

Alfredo Ascanio

This paper describes the British and the American experience as regards the assessment of their tourism policies in the seventies. The main subjects analyzed were the impact of such policies on their Balance of Payments, the improvement of the services rendered to the tourists, the new markets they had gained, and the results of regional promotion schemes.

KEY WORDS: tourism policy, United Kingdom, USA, tourism's contribution and effects on the Balance of Payments.

THE REFURBISHMENT OF THE FORMER PRISON IN USHUAIA (ARGENTINA) AS A TOURISM, CULTURAL, ECONOMIC AND SOCIAL CENTER OF DEVELOPMENT

*María Silvia Bouteiller
Marie Jensen
Aníbal González Paz*

This document describes a project whose aim is to coach the spirit of the former prison in Ushuaia which shall be refurbished so that it may become the cultural, educational and tourism center Ushuaia needs, the goal is not only to preserve the building as well as the activities that used to be carried out there, so that it will acquire full value through the community and the relationship with the tourists.

KEY WORDS: rescue, new functional use, sustainable development.

TOURISM AND HERITAGE The needs of compared studies

Geoffrey Wall

The purpose of this paper is to argue for the value of comparative research and to illustrate its utility through a brief discussion of examples of such research on heritage and tourism, The nature of heritage tourism is discussed and theatrical festival and cultural groups as tourist attractions are examined as examples of such tourism, Three aspects of culture and tourism are stressed: culture as resource, impacts of culture, and a role of culture in decision making.

KEY WORDS: comparative studies, culture, heritage.